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The Weekly Newsmagazine of Radio

Broadcast Advertising

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Exclusive National Sales Representative

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IN THIS ISSUE—

FCC Group Favors Grant of New Locals 7
Lewis Appointed for Program Study 7
RCA Board Approves Sale of Blue 8
RCA Costs, Taxes Absorb Gross Gains 8
Cox Probers Hit Foreign Tongue Actions 9
Ploesti Bombings Scoop on Army Hour 9
FM's Pledge Action on Post-War Plans 10
Disc Group Discusses AFM Fee 12
WLB Hearing on AFM to Open Aug. 16 12
CBS Income Rises 10% in 6 Months 14
Edward Klauber Resigns CBS Posts 14
Terrell Retires From FCC Aug. 31 16
OWI Revamps U. S. Programs for World 20
G-M Sponsors First of Music Series 22
Billion Listener Impression Sought for Bond Drive 22
Radio Effective in Labor Recruiting 26
KLRA Protests Little Rock Grant 28
La Roche Warns Politics Must Not Block War 39
Craig Heads National Life Insurance Co. 58
Riot Plea Carried on Three-Minute Notice 58

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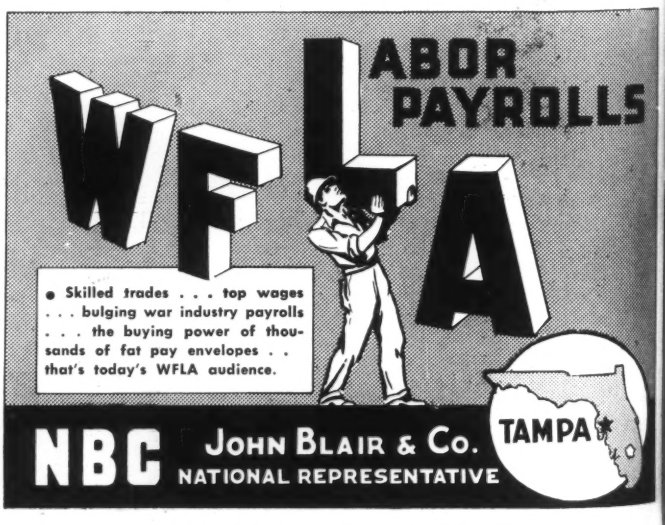
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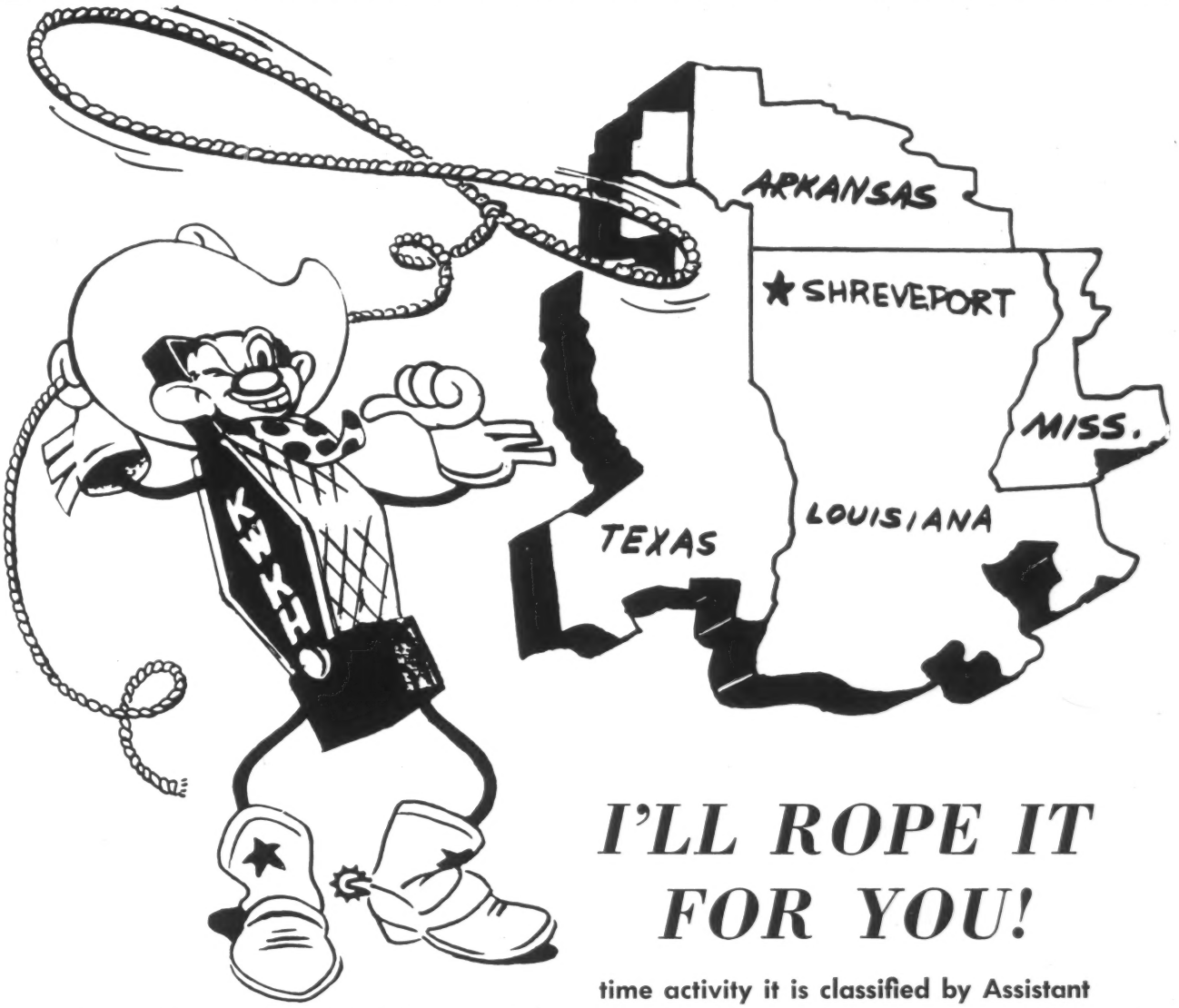

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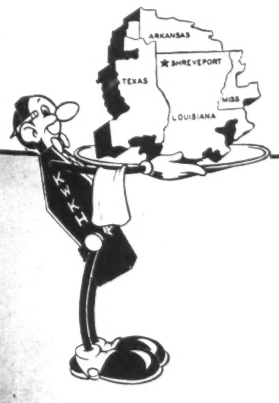

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SHREVEPORT, LOUISIANA

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ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

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1935 Announcer, WLEC (now KCKN, Kansas City)
1936 Director of Special Events, KSO-KRNT, Des Moines
1938 Sales Executive, KVOO, Tulsa
1942 General Manager, KOMA, Oklahoma City

NINE years ago a beardless kid named Kenyon Brown started in radio as an engineer and announcer. Eight years and four jobs later he became General Manager of a darned good regional station—KOMA at Oklahoma City. But still he says "I'm afraid my biography will be short by necessity; there isn't a whole lot a guy can say about himself at the age of 29"!

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No, and that isn't an accidental state of affairs, either. We know that *management makes the station*—that the well-managed station is always the best buy for the advertiser. So, years ago, we decided that's the only kind of station we'd work with, here in this pioneer group of radio-station representatives.

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WMBD	PEORIA
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KMA	SHENANDOAH
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FCC Group Favors Grant of New Locals

Committee Advises Relaxation of Freeze

RECOMMENDATION to the FCC that the April 27, 1942 "freeze order" covering new broadcast station construction or improved facilities be relaxed to the extent of allowing licensing of new local stations of 100-250 watts power, where prescribed conditions can be met, has been made by the FCC's Committee on Critical Radio Materials, it was learned authoritatively last week. The report, it is expected, will be considered by the FCC immediately.

Based on more than a year of study, the committee, comprising Commissioners T. A. M. Craven, Chairman, and C. J. Durr, gives little comfort to applicants seeking increased power or other improved facilities outside the local bracket, not because of the lack of availability of transmitters but due largely to production bottlenecks in the higher wattage equipment and tubes. Similarly, tube replacements for FM transmitters are unusually tight, because of heavy military requirements for copper annode tubes.

Military Requirements

The committee, when originally appointed Aug. 17, 1942, comprised also Commissioner George H. Payne, whose term expired July 1. It was named to appraise the entire broadcast equipment situation and determine whether additional stations could be licensed or powers increased without hindering the war effort.

The survey revealed that military requirements for radio equipment have been stepped up consistently. Whereas it appeared early this year that the peak load on manufacturers would come in the fall of 1943, latest information is that a still larger load will be necessary next year, and that 1945 demands will continue upward.

Information previously released at WPB indicated 1943 requirements amounting to the staggering total of $4,300,000,000, whereas the industry's normal peacetime production has amounted to some $800,000,000. Prospects of a substantial increase for 1944 and 1945 now also are cited.

Available Equipment

The FCC committee's survey revealed a total of 69 fabricated standard broadcast transmitters which are available for use. Of these, 5 are of 5,000 watts output; one of 2,500 watts; 14 of 1,000 watts, one of 500 watts, 38 of 250 watts and 10 of 100 watts. In addition there are some 50 other registered transmitters in various stages of repair or completion.

The committee found, in consulting FCC application files, that there are 84 applications for new stations involving power of 250 watts or less. In addition there are 13 applications for increase in power from 100 to 250 watts.

Whereas the military departments have indicated they have no interest in the broadcast equipment in the hands of broadcasters, WPB feels it is desirable to conserve the transmitters of higher power for future needs of war agencies.

There is no demand by the Government for the local power transmitters (38 250-watters and 10 100-watters). Moreover the surplus equipment survey of the committee indicated a sufficient supply of the majority of parts to provide for maintenance and repair of these transmitters for a considerable time.

The committee, it is reported, therefore, has recommended to the FCC that the granting of applications for new 100 and 250-watt standard stations in cities other than those in metropolitan districts and where no station now is located, would serve the public interest and make efficient use of idle equipment. Similarly the committee urged that the granting of applications to increase power of local stations from 100 to 250 watts should be authorized under certain conditions.

It was assumed, in the light of war conditions, that the Commission would be asked to make such grants only when required materials are available without priority assistance; when the applications involve no serious engineering or interference conflicts and are in accordance with technical regulations; and when they meet the requirements of the law geared toward a fair and equitable distribution of broadcast service.

Should the FCC approve the findings of the Craven-Durr committee it is expected that some 100 applicants for new local stations or for increases in power to 250 watts will be requested to file with the Commission statements regarding their intentions in view of the proposed relaxation of the freeze order. Where conflicts are involved, it is presumed hearings will be authorized.

The committee began its inquiry on the thesis that idle fabricated radio transmitters were serving no useful purpose and that if they were not needed by any war agency they might be utilized in service to the public, provided all other construction entailed conformed with WPB views.

Last September the committee recommended to the Commission the granting of applications involving only the use of quartz crystals, which marked the first relaxation of the freeze order. Its new report covered standard broadcast applications proposing use of

(*Continued on page 44*)

Paley Appoints W. B. Lewis For National Program Study

SATISFYING a long-felt need, CBS President William S. Paley last Friday announced appointment of W. B. Lewis, former CBS vice-president and until recently assistant director of OWI, to a special one-year assignment for a nationwide study of radio program service. Mr. Lewis had been proposed as successor to Neville Miller as president of NAB by a portion of its board, but withdrew his name from consideration prior to the meeting of the NAB's board in Chicago, July 30 [BROADCASTING, Aug. 2].

The Lewis assignment, first of its kind in radio annals, is designed to cover the whole field of public reaction to all types of radio service and to its future functions. It is not a study restricted to use of CBS, it was pointed out, though Mr. Lewis' reports will be made to President Paley.

Will Tour Nation

Mr. Paley himself has been supervising operations of the CBS program department since Mr. Lewis resigned two years ago as vice-president in charge of programs to join the Office of Facts & Figures, which later became OWI. Mr. Lewis created the Radio Bureau of OWI, responsible for channeling of Government programs, which has been applauded generally both in industry and Government.

The CBS announcement said Mr. Lewis will travel throughout the country and discuss with typical listeners, with public leaders and with broadcasters "the role broadcasting is playing and can in the future play, in American life".

The assignment will cover the whole range of radio programming, it was stated. He will concern himself with local and regional, as well as nationwide radio service.

Mr. Paley said that for some time he has been desirous of having such a study made. "It has been impossible for men burdened with the day to day operations of the network to devote to such an inquiry either the concentration or the leisure which it requires, together with the detached perspective of an observer who is not himself involved in the creative effort," the announcement said.

Mr. Lewis, who during the past two years has made his home in Washington, probably will maintain that residence. He will undertake the new work immediately.

RCA Board Approves Sale of Blue

Transfer Rests on FCC Okay of Shifting Of 3 Outlets

RATIFICATION by the RCA board last Friday of the sale of the BLUE Network to Edward J. Noble, New York broadcaster and industrialist, for $8,000,000 cash leaves one remaining action prior to the change of ownership of the network—approval by the FCC of transfer of WJZ New York, WENR Chicago, and KGO San Francisco to Mr. Noble.

With the formalizing of the transaction, completed July 30 by David Sarnoff, RCA president and Mr. Noble, the transfer applications will be filed with the FCC promptly, probably early this week. The Commission will not pass on the purchase of the entire network, except in an incidental way. It's authority extends only to the reassignment of the licenses of the three stations owned and managed by the BLUE Network Co. from RCA to Mr. Noble.

First Network Sale

Since completion of the deal—the first sale of a network in radio history—intense interest has been engendered in the industry over the future competitive picture. Mr. Noble is no newcomer to radio, having operated WMCA, New York, which he will sell shortly, for nearly three years.

Actually, the $8,000,000 cash figure will not represent the net cost to Mr. Noble, who reiterated last week that he has no partners or associates in the venture. The BLUE, it is understood, has cash in the bank amounting to approximately $1,400,000 aside from accounts receivable. This would mean that with these assets, Mr. Noble actually would be spending only $6,600,000 for the entire operation.

Not a single discordant note has been heard on the transaction from BLUE affiliates, particularly since Mr. Noble's renewed assurances that he is acquiring the network as an individual. His announcement last Wednesday that his "long range planning" encompasses participation in the network ownership by affiliated stations and the network management, along with eventual public distribution of network stock likewise was welcomed in the industry.

FCC Chairman James Lawrence Fly, who sat in on the eleventh hour negotiations July 29 and 30 at the invitation of the principals, stated at a press conference last Monday that the Commission would carefully check into the interests associated with Mr. Noble in the purchase of the network. The fact that Mr. Noble has said he has no associates, it was thought, should tend to speed up FCC approval.

How much time will elapse before FCC approval is problematical. There is no present indication of a hearing. The FCC has approved important radio station transfers in a matter of hours or days. Others have been held up for months. Unless there are extenuating circumstances, it is presumed the transfer will be formally ratified within a reasonable time—a week or two. That is premised on the knowledge that the Commission already is acquainted with Mr. Noble's background as a station licensee along with the fact that RCA-BLUE operations have been an open book since the FCC's chain monopoly inquiry of 1938 and in the ensuing litigation which carried all the way to the Supreme Court.

Once the FCC approves the transfer, it is expected that the government will drop its anti-trust suits against RCA-NBC and CBS, filed December 31, 1941, alleging violation of the Sherman Anti-Trust laws. John T. Cahill, counsel for RCA and NBC, it was learned, had discussed this matter with Department of Justice officials July 30, the day of the agreement to sell the BLUE, and was told that a motion for dismissal would be entertained as soon as the transaction was completed. The suits are pending in Chicago and are scheduled for trial Sept. 13.

The dual network ownership of NBC, it has been stated by Department of Justice officials, was the only remaining issue in the anti-trust suit, since all other aspects in controversy had been eliminated through enforcement June 15 by the FCC of its so-called Network Rules.

MBS May Withdraw

It is likewise assumed that MBS, which has pending against RCA-NBC a $10,275,000 triple damage and injunction suit, would be disposed to drop that proceeding once the BLUE transfer is effectuated. There has been no formal statement from MBS to that end, however.

Mr. Noble, it was learned, has received some two dozen offers for WMCA, which he agreed to sell as a condition precedent to his acquisition of the BLUE. The FCC has frowned upon multiple operation of stations by the same owner in a single market, although it has no formal rules barring this. Mr. Noble paid $850,000 for WMCA in 1941. It is understood several offers are considerably in excess of that amount, including a number from newspapers in New York City.

"I will accept an offer of a group interested in doing a public service job in radio even if it is lower than the best bid," Mr. Noble told BROADCASTING. He added that the purchaser must regard radio as his principal business and not as a side line, declaring such an arrangement would, in his judgment, be most acceptable to the public, the industry and the government.

WMCA Resale

Some speculation has surrounded possible resale of WMCA to its former owner, Donald Flamm, who now is half owner of WPAT, Patterson, New Jersey. Mr. Noble,

(*Continued on page 47*)

BLUE SELLERS AND BUYER are pleased about the new setup, judging by this camera study of the three principals in the network transaction. Mark Woods (left), BLUE president, and Edgar Kobak (right), executive vice-president, talk over the sale with the network's new owner, Edward J. Noble, owner of WMCA, New York, and head of Life Savers Corp.

NBC Promotion Preview For Affiliated Stations

ROY C. WITMER, NBC vice-president in charge of sales, Dr. James Rowland Angell, public service counselor, and Charles B. Brown, director of advertising and promotion, will participate in a closed circuit talk on NBC Aug. 16, previewing for the benefit of affiliated stations, the network's new "Parade of Stars" promotion material, to be distributed later this month.

Third in a series of similar campaigns, the coming "Parade of Stars" includes a portfolio of promotional aids and two albums of recordings by artists featured in some 50 NBC programs. Scripts may be combined with the transcriptions to build novel programs varying from one minute to a half-hour in length.

RCA Costs, Taxes Absorb Gross Gain

6-Month Net Drops Despite Huge Rise in Income

TOTAL GROSS income of RCA for the first half of 1943 shows an increase of $51,565,900 over the same period in 1942, according to the consolidated statement of income of RCA and its subsidiaries released Aug. 5 by David Sarnoff, president. Income from all sources amounted to $141,001,366 for the first six months of this year, compared with $89,435,466 for the first half of 1942.

Net income was $4,918,794 this year, a decrease of $77,223 from 1942 when the figure was $4,996,017. Earnings applicable to the common stock for the first six months of the current year were 23.9 cents per share, compared with 24.4 cents per share in the first half of 1942.

Taxes Rise

Provision for Federal Income Taxes amounted to $14,204,800 for the first half of this year, an increase of $4,770,100 over the corresponding period last year.

Cost of goods sold, general operating, development, selling and administrative expenses have increased substantially. The figure for the first 26 weeks of 1943 stands at $118,647,034, as against $72,904,872 for the comparable period in 1942. Excess profit taxes, representing the net after the post-war refund of $1,262,500, have been nearly doubled. This year's figure is $11,370,600, as compared to last year's $6,371,200.

Consolidated statement for the quarter ended June 30, 1943 shows a net income of $2,323,882, as against $2,329,283 for the similar quarter last year. Earnings per share on common stock totalling 13,881,016 shares remained at .110 cents for this year's second quarter. Gross income from all sources was $73,717,400 for 1943, an increase over the second quarter of 1942, when the figure was $45,293,756.

Chicago Football

CONSOLIDATED ROYAL Chemical Corp., Chicago (Krank's Shave Cream and Zymole Trokeys), beginning Sept. 25 will sponsor a 10-week series of college football broadcasts at 3 p.m. on WBBM, Chicago. John Harrington, WBBM sports announcer, will do all the games. Agency is Arthur Meyerhoff & Co., Chicago.

Shoe Firm in N. Y.

AFTER a six-week summer layoff, National Shoe Stores, New York, will start its fall radio campaign, the first part of the schedule beginning Aug. 15, and the second part Sept. 13. Firm has placements on WNEW, WMCA and WOV, New York, and WPAT, Paterson N. J. Agency is Emil Mogul Co. New York.

Cox Probers Hit Foreign Tongue Actions

Abuses of Power By FCC, OWI Charged

HEARINGS of the House Select Committee investigating the activities of the FCC entered a new phase last week coincident with the transfer of the scene of the hearings from Washington to New York, as the Committee's counsel, Eugene L. Garey, launched a hammer-and-tongs drive designed to demonstrate that staff personnel of the FCC and OWI abused their perogatives and overstepped the authority of their agencies to force from the air foreign language announcers and commentators.

Specifically, Mr. Garey elicited from his witnesses, who included both FCC employes and operators of domestic stations active in the field of foreign language broadcasting, testimony bearing out his charges that certain persons had been put off the air for no other reason than that their ouster was ordered by individuals whom the broadcasters dared not defy. Again and again during the week's sessions Mr. Garey forced from frequently reluctant witnesses confirmation of his allegations of high-handed gestapo tactics on the part of Federal agency personnel.

Continues in New York

The New York phase of the inquiry is expected to continue for another two weeks, Mr. Garey declared last Friday. Original plans to resume the Washington end of the inquiry on Aug. 9 have been postponed, it was learned, pending conclusion of the New York hearings.

Chairman E. E. Cox (D-Ga.) of the committee, is expected to preside at the New York hearings beginning Aug. 9 or Aug. 10, to allow Rep. Edward J. Hart (D-N. J.) to handle other urgent matters in his district. Rep. Richard B. Wigglesworth (R-Mass.) will sit with Judge Cox.

Precisely when the Washington proceedings, which cover other than foreign language aspects of the Commission's activities, will resume was not stated. It was hardly expected this would be before Aug. 23, however.

The two other members of the select committee, Rep. Warren G. Magnuson (D-Wash.) and Rep. Louis E. Miller (R-Mo.), are at home, subject to call of Chairman Cox in the event the Committee decides to divide into separate subcommittees to hold hearings at different locales simultaneously.

Hit-or-Miss Inquiries

Mr. Garey also developed evidence indicating that while these Government employes were apparently over-zealous in removing from the air persons suspected of pro-fascist leaning they had failed to exercise the same vigor in the opposite direction and had made little or no attempt to weed from the foreign language field individuals of communistic tendencies.

Testimony revealed further that the investigations of foreign language personnel by the FCC field forces were conducted in a surprisingly hit-or-miss manner. Frequently, the record shows, damning charges against individuals were taken at face value, with little attempt to verify either the complaints or the veracity of the complainants.

The Office of Censorship, described as the only Federal agency with power to order the removal from the air of any program or program personnel, took no part in any of these proceedings, according to the testimony, and the correspondence from the OC which was read into the record disclosed that this agency felt no need to adopt tactics used by the other agencies to invade fields admittedly outside their authority.

Among the more sensational developments of the week was the disclosure that the operators of WGES, Chicago, discharged an employe of long standing for no other reason than fear of unfavorable FCC action on the renewal of the station's license, which was then on a temporary basis.

Similar pressure was successfully exerted by Lee Falk, then chief of the radio section of the foreign language division of the OWI, testimony revealed, in securing the discharge of an employe of WHOM, Jersey City, also operating under a temporary license. Witnesses testified that they knew that neither the FCC nor OWI had any power to censor programs or personnel, but admitted that they submitted to the wishes of the Government agency executives in discharging these employes, even though these discharges resulted in the loss of considerable station revenue, amounting in the WGES case to about $18,000 a year.

Hearings got under way promptly at 10 a.m. Tuesday morning in the United States Court House in Foley Square, New York, before a sub-committee of Representatives Edward J. Hart (D-N. J.), presiding, and Richard B. Wigglesworth (R-Mass.). Eugene L. Garey, general counsel to the Select Committee, opened proceedings by reading a letter from Harold D. Smith, director, Bureau of the Budget, who wrote that "in view of instructions received from the President" he had "no choice but to decline to testify or otherwise furnish the Committee any information."

Mr. Garey also read a letter he sent to Mr. Smith and to the Secretary of the Navy and the acting Secretary of War, citing a letter from President Roosevelt to all Federal Government department and agency chiefs to the effect that no restrictions are placed on their furnishing statements in response to Congressional inquiries. Their replies were unanimous in stating that the situation regarding the Committee's requests for evidence had not changed and that they could not comply.

Expansion of Office

James Alfred Guest, senior field attorney in charge of the FCC New York office, first witness called, admitted under questioning that most of the activities of his office, which had grown from one attorney and one secretary to four attorneys and two secretaries since last December, were devoted to work for the former War Problems Division of the FCC, which, he said, was vitally concerned with foreign language broadcast stations, particularly in the vicinity of New York.

Mr. Garey then read a letter written Dec. 11, 1942, by Marcus Cohn, chief, field section, War Problems Division, to Alan M. Fenner, FCC field attorney in New York, stating that complaints had been received about program personnel at WOV, New York, indicating that the station still retained announcers and others with pro-Fascist sympathies. The letter specifically named James Capozucchi, Igino Achille Mannechia, Rino Colla-Negri, Guiseppe Sterni, Ralph Nardella, Diana Baldi, Dino Bolognese and Frank A. Polemeni, and asked for more information concerning them. (Mr. Nardella is WOV sales manager, James Capozucchi is a staff announcer and the other men are free lance artists for commercial shows. All continue broadcasting with WOV.)

The letter detailed procedure to be followed in making this investigation. It directed visiting, first, the individuals from whom complaints had been received, with an effort to pin them down to specific charges, names, dates and places. Documentary material was

(*Continued on page 49*)

Air Force Birthday Round-up Scoops World on Ploesti Raid

LISTENERS to *The Army Hour* broadcast of Sunday, Aug. 1, heard the first announcement of the American air raid on the Ploesti oil fields and refineries in Roumania. And among the surprised listeners was Gen. Henry H. Arnold, Commanding General of the Army Air Forces.

During the program, commemorating the 36th anniversary of the Air Force, Gen. Arnold called in commanders from the various theatres of action for combat reports. When Maj. Gen. George Brereton, commanding the 9th Air Force, Middle East, reported from Cairo, he said:

General to General

"I have big news for you and America, Gen. Arnold. Your 9th Air Force has just delivered a blow against the Nazis which may conceivably change the course of the war." Gen. Brereton then told of the bombing of the Ploesti fields, the source of more than a third of Germany's oil.

Gen. Arnold's face lighted up when he heard the news, Maj. Jack Harris, acting chief, Radio Branch, War Dept. Bureau of Public Relations, who was with Gen. Arnold during the broadcast, related. "Here was a report from a general to his commanding general," he pointed out, "which was the first inkling of the news to the world."

Gen. Brereton made his report at 3:43 p.m. while the bombers were still returning from the raid. He discarded a prepared script in favor of the late action.

The anniversary broadcast represented one of the most complicated operations ever undertaken in radio, according to Maj. Harris. Pickups aggregating 142,014 miles were traversed, or more than half the distance to the moon.

DISC FILLS GAP

When Storm Interrupts Army — Live Repeat

TO OFFSET failures in transmission of *U. S. Army in Africa* from overseas to Mutual listeners during a one-time network broadcast July 31 [BROADCASTING, Aug. 2], the network employed a special technique. The program was heard live by Mutual listeners during the evening, but when the actual broadcast faded out due to storm conditions, listeners continued to get good reception.

Secret was use of a transcription synchronized with the live broadcast, and put on the air whenever the reception became poor. The disc had been made during the first broadcast of the program earlier that day, which was recorded but not put on Mutual. A live repeat of the Army show was the one the network listeners heard.

FM Broadcasters Pledge Action On Post-War Allocation Plans

Dr. Armstrong Cites 'Classic Blunders'; Dr. Baker Warns of Need for High-Performance Receivers

ACTIVE participation of the nation's FM broadcasters in the radio technical planning group to be set up to coordinate postwar planning and allocations was agreed upon at a meeting of FM Broadcasters, Inc., in Milwaukee last Tuesday attended by a majority of its member stations.

Reiterating the position taken at the last meeting of FMBI June 16 in New York, the organization pledged itself to participation in postwar planning activity to be coordinated by all interested parties and representing the operating, engineering and manufacturing branches of radio. Considerable discussion, in both government and industry circles, has surrounded plans to create the postwar group.

Report Sought Promptly

Problems peculiar to FM, designed to get the new broadcast medium off to a flying start after the war, were discussed in detail by the broadcasters with Dr. Edwin H. Armstrong, eminent scientist and FM inventor; George F. Adair, assistant chief engineer of the FCC in charge of broadcasting, and Dr. W. R. G. Baker, vice president of General Electric Co. and director of the Radio Manufacturers Assn. Engineering Department. Mileage separations and trade area allocations were discussed, with instructions given a special committee to report on these matters promptly, rather than after the war.

Similar action was taken with regard to the engineering committee's report on the investigation ordered at the last meeting to determine advisability of increasing the signal on the outer fringe of service areas. The meeting concluded that the association should vigorously proceed to settle as many of the problems affecting FM allocations and standards as is possible now, so that when set manufacturing commences there will be no delays.

Mr. Adair reported that the FCC was following the suggestions made at the last FMBI board meeting urging it to undertake further measurements of propagation characteristics. He observed that the Commission was short of receivers for this service and would welcome use of Hallicrafter's 27X or REL 517A receivers for at least six months. He asked that anyone having such equipment contact him. Mr. Adair is the broadcast member of the FCC's own allocations committee.

Dr. Armstrong, in addressing the FMBI director's meeting, alluded to the dangers inherent in the formation of any "rigid straightjacketing" of the future. He pointed to mistakes made in the past 25 years of radio history ascribable to the fallacious view of those who laid out the allocations that at the time they acted they knew all there was to be known about radio.

The classic example, he said, was the allocation which gave all the wavelengths below 200 meters to the amateur. A second "blunder" was the assumption that a 5,000 cycle modulation band was all that would ever be required for good broadcasting. This assumption, he contended, resulted in a "permanent impairment of the quality of the transmission on the standard broadcast band".

A more recent illustration, he declared, was the allocation of television to bands where it has no business to be, where the modulating frequency was a large percentage of the carrier frequency. He suggested an approach to the problem of standards and allocations which will be sufficiently flexible to permit correction of errors of judgment which "will this time undoubtedly be made just as they have been made in the past".

Dr. Baker warned that developments in the first two years after the war may make or break FM. He said it was of paramount importance that the FM sets produced after the war be of a high performance type. To satisfy the public these sets must be able to bring in programs loud and consistently, without use of special antenna. Unless FM lives up to its high standards, its great promise may be "blighted," he asserted.

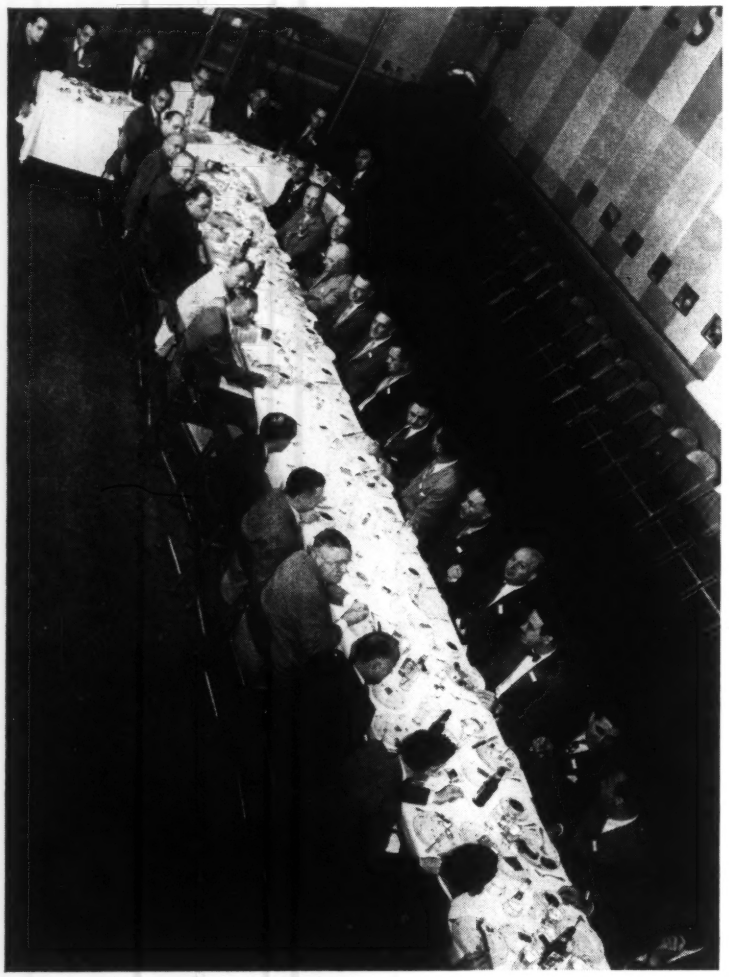
Five-Year Assimilation

Dr. Baker estimated it would take five or six years after the war to assimilate the wartime technical advances made in radio, television and other electronic fields. He recalled that a similar period of absorption and evolution followed the last war. He predicted that large numbers of combination AM-FM sets will be available to the public within a reasonable time after the war. He held that FM is "so much better technically than the present regular broadcast system that it can't fail of acceptance".

Walter J. Damm, general manager of WTMJ and W55M, stations of the *Milwaukee Journal*, presided at the meeting as president of FMBI. The sessions were held at Milwaukee's Radio City, home of the two *Journal* stations. The group's membership of 57 represented practically all broadcasters who operate or have applied to operate FM stations, Mr. Damm reported. WTMJ and W55M were hosts at cocktails and luncheon before the meeting and at dinner in honor of Major Armstrong that evening.

Walter Evans, vice-president of Westinghouse and directing head of Westinghouse Radio Stations, Inc., asked to resign from the FMBI board because of his preoccupation with manufacturing aspects of Westinghouse operations. The board elected in his place Lee B. Wailes, general manager of WFIL Philadelphia. The board also voted that the president should be the association's representative on the radio technical planning agency.

Directors present, among the 57 FM broadcasters in attendance, were Messrs. Damm; Evans; Theodore Streibert, New York; Arthur Church, Kansas City; George Lang, Chicago; and Ray H. Manson, Rochester. Philip G. Loucks, Washington attorney and general counsel of FMBI, attended the meeting and discussed the regulatory and legislative outlook.



LUNCHEON for 35 was served at Radio City, Milwaukee, at the time of the FMBI meeting Aug. 3. Seated clockwise around the tables from W. J. Damm (white suit, at center of head table), president of the FMBI are: Dr. Ray Manson, W51R-Stromberg-Carlson; George Adair, FCC; L. W. Herzog, W55M; George Peterson, General Electric Co.; George Lang, W59C-WGN, Inc; W. R. David, General Electric Co.; Edward E. Hill, W1XTG-Worcester Tel. Pub.; Stuart Bailey, W3XO-Jansky & Bailey; William H. Hebal, W55M; George M. Lohnes, W3XO-Jansky & Bailey; K. L. Gardner, W51R-WHAM; Howard Luttgens, NBC; Chester E. Brown, Jr., W55M; Jerry Taylor, Midland Broadcasting Co.; Warren Mead, W55M; L. L. Thompson, W75NY-Metropolitan Tel.; Philip G. Loucks, FMBI chief counsel; Theodore L. Streibert, W71NY-Bamberger Broad.; D. C. Sommerford, Louisville Times W9XER; W. Lee Coulson, Courier-Journal & Louisville Times; William Fay, W51R-Stromberg-Carlson; Cecil D. Mastin, W49BN-Wylie B. Jones; Lester Gilbert, W49BN,Wylie B. Jones; Richard K. Bellamy, The Milwaukee Journal; Wendell P. Loveless, W75C-Moody Bible Ins.; Henry C. Crowell, W75C-Moody Bible Ins.; Ralph DeLany, United Broad. Co.; Arthur Church, Midland Broad. Co.-W9XER; C. M. Jansky, Jr., W3XO-Jansky & Bailey; Earl Stone, Federated publications; Phil B. Leaser, W55M; R. G. Winnie, W55M; W. R. G. Baker. General Electric Company RMA; Maj. E. H. Armstrong, W2XMN-Alpine, N. J.

Bedding Company Sponsor

SOUTHERN Spring Bed Co., Atlanta, Ga., manufacturers of beds and bedding, will sponsor two news programs weekly by Robert St. John on NBC starting Aug. 17. Contract calls for Tuesday and Thursday 9:45-10 a.m. periods on 19 southern and south central stations. Agency is Tucker, Wayen & Co., Atlanta.

The Three "P's" of a Perfect Market

in the de-e-ep South

Plants — Payrolls — People — those are the three "P's" of a perfect market. Put them all together and they spell the "*New Savannah Seaboard Market.*"

Since 1935, the three "P's" have been coming to Savannah in such quantities that Savannah's industrial payrolls have multiplied over and over again in the past decade. Scores of industries, attracted to Savannah's ideal location and natural resources have been migrating down Savannah way in steadily increasing droves to join old Savannah residents like the Union Bag and Paper Corp. and the Savannah Sugar Refinery.

Add to this natural growth that started before the war and will continue long after it, new war industries, three new shipyards, six military centers and you've got the three "P's" of a perfect market that will pay off in profits, prosperity and proceeds aplenty.

WSAV "THE VOICE OF SAVANNAH"

LIBERTY NATIONAL BANK BUILDING • SAVANNAH, GEORGIA

HARBEN DANIEL
General Manager

NBC AFFILIATED STATION

GEO. P. HOLLINGBERY CO.
National Representative

Selling the New Savannah Seaboard Market

Disc Meeting Discusses Performance Fee

Radio Interests Reported Not In Favor

By BRUCE ROBERTSON

A NEW PLAN to end the ban of the American Federation of Musicians on the manufacture of phonograph records was discussed last Thursday at a "secret" meeting of representatives of the major phonograph record companies with high network officials, held at the Hotel Ambassador in New York. Essence of the proposal, said to have the approval of James C. Petrillo, AFM president, is that the broadcasting industry agree to pay a fee to the musician's union for each performance of a phonograph record on the air.

These performance fees shall total $18,000,000 in a five-year period, it was reported, this sum representing Mr. Petrillo's "best offer" to the broadcasters to settle his union's strike against the recording companies. In exchange for these fees, the union will agree to work with the recording companies to secure an amendment to the copyright law which would call for the payment of royalties to the manufacturers of recordings and the singers and instrumentalists employed in their production, as well as to the copyright owners of the music. The latter are now the only parties designated by law as entitled to royalties on recordings.

Broadcasters Reject Idea

Although those present at the meeting were pledged to secrecy about the proceedings, it was reported that this new proposal was promptly and vigorously rejected by the broadcasting industry representatives in attendance, who are said to have informed the recorders in no uncertain terms that they would lend no support to any proposal that individual stations pay tribute to the musician's union or to any other group for a privilege which the law already accords them.

It was further pointed out, BROADCASTING was informed, that this proposal in effect calls on the broadcasters to contribute to the support of a lobby whose object would be to place upon them the legal requirement of paying performance fees on phonograph records, not only to musicians and singers but also to the record manufacturers, a program which the broadcasting industry could have no valid reason for supporting.

Meeting was called by Milton Diamond, attorney for Decca Records Inc., which has been holding private meetings with Mr. Petrillo in an effort to arrive at some plan permitting this company to resume its recording activities, following the breakdown in negotiations between the union and a committee including representatives of Columbia Recording Corp. and RCA-Victor as well as Decca. Talks of Decca and the AFM have also touched on transcriptions, it is understood, as Decca recently acquired ownership of World Broadcasting System.

First Meeting

Session was especially significant in that it represents the first time that broadcasters have been formally included in a meeting on the recording problem. Heretofore the assumption has apparently been that while the broadcasters might use the products of the recording companies—phonograph records as well as transcriptions — they are not the employers of musicians for recording purposes and so were not proper persons to be included in discussion of the problem. The change in attitude undoubtedly reflects the recent statement on the transcription situation by Mr. Petrillo that he is not interested in the small amount of money his union could obtain from the transcription companies, but its real goal was to "get at the guys who make millions from selling these records to advertisers, the broadcasters."

Transcriptions Not Discussed

Among those reported attending the meeting were: Sydney Kaye, special counsel to the NAB on musical matters, representing Neville Miller, NAB president; Mark Woods, president, BLUE Network; Frank E. Mullen, NBC vice-president and general manager; Paul W. Kesten, CBS vice-president and general manager; Lawrence B. Morris, general counsel, RCA-Victor; P. L. Deutsch, president, and A. J. Kendrick, executive vice-president, WBS; Ralph Colin, of Goldmark, Colin & Kaye, counsel for CRC; C. Lloyd Egner, NBC vice-president in charge of the radio-recording division; Robert P. Myers, NBC attorney.

Despite the presence of these transcription executives at the meeting, the transcription question was not discussed, it is understood. The meeting is said to have been called by Mr. Diamond chiefly for the purpose of reporting to the other phonograph record companies on the progress of the negotiations he has carried on with Mr. Petrillo for the past six weeks in the interest of Decca.

Mr. Petrillo could not be reached for comment, his New York office reporting him to be out of town. Earlier in the week the union president had announced that the first of the free symphony concerts to be given in small cities [BROADCASTING, Aug. 2] would be presented by the New York Philharmonic-Symphony Orchestra in Hyde Park, home town of President Roosevelt, who will be invited to attend as guest of honor. No date was set, but it will probably be shortly after the conclusion of the orchestra's summer series of nightly concerts this Wednesday.

MEETING FOR FIRST time in two years, by accident and in the Aleutians, are (l) Lt. (j.g.) Claire C. Callihan Jr., former chief announcer for KSD St. Louis, and (r) Sgt. Rudolph Schultz, former violinist in the KSD orchestra.

WLB's Hearings in New York On AFM Will Open Aug. 16

By JACK LEVY

BARRING eleventh-hour developments, hearings before a War Labor Board tri-partite panel into the year-old "strike" of the Petrillo musicians' union against seven transcription companies will get under way in New York Aug. 16.

The hearing will be public, in accordance with new WLB regulations issued last week governing panel disputes.

Unanimous Action

The panel named by the Board to conduct the hearings will consist of Arthur Meyer, public member, chairman; Henry S. Woodbridge, industry member; and Max Zaritsky, labor member.

Jurisdiction in the case was assumed unanimously by the Board in an order dated July 20 but released last week, which denied the request of the transcribers that the union "terminate its strike" pending final determination of the dispute [BROADCASTING, July 26]. The Board's decision was preceded by a hearing in Washington July 9 to determine what course of action would be followed.

The controversy between the union and the companies dates from June 25, 1942 when James C. Petrillo, president of the American Federation of Musicians informed the companies that members of his union would cease making recordings or transcriptions after July 31. The companies are: Associated Music Publishers, Empire Broadcasting Corp., Lang-Worth Feature Programs Inc., Radio Recording Division of NBC, World Broadcasting System, Standard Radio, and C. P. MacGregor.

While it is extremely unlikely that decision in the Petrillo case can be expected before the hear-

(*Continued on page 56*)

ROSENBAUM URGES AFM COMPROMISE

A PARTING message urging the radio industry to make peace with James C. Petrillo on the recording issue was made Aug. 4 by Samuel R. Rosenbaum, president of WFIL Philadelphia. In an open letter to the industry, made public the day he left to accept a commission as lieutenant colonel in the AMGOT, Mr. Rosenbaum suggested a plan of settlement based on royalties for the performance rights of the recording artists.

Predicting that the War Labor Board "will wash its hands of this whole dispute when it gets the facts," Mr. Rosenbaum declared the recording issue will never be settled to the satisfaction of the radio industry until Congress changes the copyright laws to provide protection for the performance rights of the recording artist.

Performance Copyright

Toward that end Mr. Rosenbaum proposed that the radio industry join with the AFM in urging Congress "to extend the right of copyright to cover the performer," with the provision that the musicians' union will agree that this right will be exercised in a manner "that will create new employment instead of merely enriching those who already have employment."

Mr. Rosenbaum further predicted that if the radio industry does not take the initiative in that direction, "the (record) manufacturers and the (musicians') union will get together without you." And if the recording companies get Congress to recognize the performing rights of a performer, Mr. Rosenbaum warned that the recording artist will assign his copyright to the record-publisher, who will collect the royalty and give the union "a small fixed fee per record". As a result, the radio sta-

(*Continued on page 46*)

FEDERAL Telephone & Radio Corp., N. Y., has been awarded a Gold Star for its "M" Pennant, the Maritime Commission announced last week, in recognition for "continued production achievement." At the same time, the Maritime Commission reported that E. H. Scott Radio Labs., Chicago, had been awarded the "M" pennant for producing radio equipment.

BALTIMORE

- Fastest Growing Big City in the East
- Great Industrial Center
- Diversification Insures Progress
- Ship and Plane Building Center
- A Great Port with a Great Future
- Intelligent Post War Planning

WBAL

- 50,000 Watts – Basic NBC Network
- First in Local, National and Network Advertising
- WBAL Promotion Builds More and More Listeners for Your Program
- First in the Hearts of Baltimoreans and other Residents of the Central Atlantic States

For further information about any point outlined above, write

WBAL or EDWARD PETRY & CO., Inc., National Representative

CBS Income Rises 10% in 6 Months

Network Clears $2,204,499; Taxes, Expenses Soar

CONSOLIDATED income statement of CBS and its subsidiary companies for the first half of 1943, released Aug. 4 by Frank K. White, vice-president and treasurer, shows a net income for the period of $2,204,499, making earnings of $1.28 per share of outstanding CBS stock. In the first half of 1942, CBS' net income was $2,005,910, or $1.17 per share.

Data for the 26-week periods of the two years show that in 1943 CBS grossed $35,288,315 from the sale of facilities, talent, lines, records, etc., or $24,600,463 after time discounts, agency commissions, record returns, allowances and discounts have been deducted.

Expenses, Taxes Up

In 1942 the comparable figures were $30,901,662 and $22,426,417. Operating expenses were more than one million dollars higher in the first half of this year than last, and excess profit taxes took from this year's net nearly one million dollars more than they did in 1942.

At the CBS directors meeting at which the figures were released, the board declared a cash dividend of 30c per share of Class A and Class B stock, payable Sept. 3 to stockholders of record at close of business on Aug. 20.

New OCD Disc Series Follows Serial Format

FAMILIAR serial techniques will be used in the new weekly transcribed series, *Hasten the Day*, going on the air August 15 for the Office of Civilian Defense. Using a "folksy" set of characters, and a dash of humor, the disks will tell the story of "The Tucker Family" whose wartime problems parallel those of the average American.

The new OCD program has been written by Pauline Gilsdorf, network radio writer with both NBC and CBS, who has written *Lorenzo Jones*, *Wings for the Martins* and other programs. It will be acted by veteran radio people. Program has been produced so that local speakers may be substituted for a one-minute spot at the end.

WOR Sales Record

DOLLAR VOLUME SALES of WOR New York for the second quarter were the highest in the station's history and can be attributed to an unusually heavy placement of fall orders, according to Eugene S. Thomas, sales manager. Presaging "one of the busiest falls" in years, the station's sales were 11% over the second quarter in 1942. WOR also reports diminishing availabilities on participating programs. Salesmen Jack Lowe, William Crawford, Otis Williams, Robert Wood and John Shelton are cited for contributing to the new high by going over their quotas.

Edward Klauber Resigns Posts at CBS After 13 Years Because of Ill Health

RESIGNATION of Edward Klauber as a director and as chairman of the executive committee of CBS, was accepted last week by the CBS board of directors. Mr. Klauber, who is now resting in the country, was obliged to sever all official connection with the network because of ill health.

In an announcement following the meeting of the board Aug. 4, CBS President William S. Paley said, "I know you will join with me in a feeling of profound regret that Mr. Klauber cannot continue his work with us, and in a feeling of deep appreciation for his many years of service and his outstanding contribution both to the success of the company and to the development of the radio broadcasting industry."

Announcement of Mr. Klauber's resignation fell within three days of the date when he joined the network 13 years ago. Joining CBS as assistant to the president, Aug. 7, 1930, Mr. Klauber became vice-president in January of 1931 and in December of that year was named first vice-president.

The title of executive vice-president was conferred on him in January, 1934. He held this position eight years, until March 25, 1942, when he was named to the newly-created post of chairman of the executive committee.

Mr. Klauber had been detached from many of his regular duties in connection with sales, public relations, programs and new developments in May of the previous year when the new FCC rules were announced, to devote the major part of his time to the problems they introduced. In his new post he continued his work in that connection and in connection with the then approaching hearing on the proposed new radio legislation in Congress. When Mr. Klauber became chairman of the executive committee, Paul W. Kesten was named vice-president and general manager.

MR. KLAUBER

Mr. Klauber came to CBS from Lennen Mitchell, where he developed numerous radio accounts, including Old Gold cigarettes. A former newspaper man, he was with the *New York Times* over 12 years. He joined the *Times* in July, 1916, as a reporter and was credited with many outstanding news beats during the last war. He became night city editor of the *Times* and remained with the paper until September, 1928.

WHK to Carry Series By Cleveland Symphony

WHK, Cleveland, will carry a series of concerts by the Cleveland Orchestra under the direction of Erich Leinsdorf. The series, to be fed to MBS, begins Oct. 10 and continues throughout the fall and winter. C. M. Hunter, program director of the United Broadcasting Co., made the arrangements.

Miller McClintock, president of Mutual, and Ed Wood, sales manager, will arrive in Cleveland shortly to confer with Orchestra Manager Carl Vosburgh and Thomas Sidlo, president of the Musical Arts Assn. The series is a part of the new program policy of Mutual [BROADCASTING, Aug. 2].

'Pagettes' at NBC

NBC has capitulated to the influx of women into job vacancies created by departing servicemen and has let down the barriers in its heretofore all-masculine division—the page staff. Effective Aug. 1, 10 NBC "pagettes" took up their duties at the network.

Omar Places

OMAR Inc., Omaha (mill and bakery divisions), on Sept. 13 starts a varied campaign of five-minute thrice-weekly transcribed programs titled *Love Songs of Omar*, and a Saturday morning half-hour children's serial, *Adventures of Omar*, on 14 midwest and western stations: WBNS WSBM KOWH WTMJ (for the bakery division); and WMT KOA WHO WOC WCLO KGLO KOIL KMA KOB KVRS (for the mill division). Contract, which is for 39 weeks, was placed by MacFarland, Aveyard & Co., Chicago.

Col. Kirby Returns

COL. EDWARD M. KIRBY, chief of the Radio Branch, Bureau of Public Relations, War Dept., returned to Washington last Wednesday after spending several weeks in England and Africa in connection with plans for use of magnetic wire-sound recorders and Army radio matters [BROADCASTING, July 26]. Col. Kirby was unavailable for comment on his trip, pending a report he is preparing for his superiors.

RADIO WITCHCRAFT

But CBS Brochure Says Witches Are on Seller's Side

TOTALING up the number of weeks CBS advertisers have been on the air, from less than 15 years ago up until the last week in June 1943, the network uses this figure (281 years, 9 months) as the starting off-point for an illustrated brochure, "The Witches Are All On Our Side Now." Laying the years end-to-end, the booklet goes back to 1662 and the days of witchcraft, suggesting the consternation that would have occurred, had an old-time salt box suddenly started "speaking from London."

Radio programming and selling today are also witchcraft, but "the witches are all on your side today, for man knows how to make them work for the greatest good of the greatest number," the brochure concludes. Booklet then lists CBS advertisers according to the number of weeks they have been on the network. Heading the list of 75 advertisers is Wm. Wrigley Jr. Co., with a total of 576 weeks of broadcasting. Others in the 500-week bracket are: Liggett & Myers Tobacco Co., Kolynos Co., Bisodol Co., R. J. Reynolds Tobacco Co., and Pet Milk Sales Corp. The list follows with Lady Esther, Ltd., with 499 weeks, continuing with Gulf Oil Corp., General Mills Inc., Procter & Gamble Co., and Campbell Soup Co., and concludes with Prince Matachabelli Perfumery, with 4 one-time broadcasts to its credit.

OES HEAD RESTORES GRADING OF MEATS

GRADE LABELING of meat as a price control measure was ordered last Thursday by Fred W. Vinson, Director of Economic Stabilization, in the Administration's first action on the controversial grading issue since Congress virtually outlawed OPA from imposing grade standards.

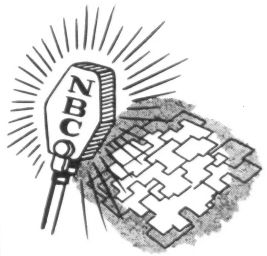
In his "Regulation No. 1", Vinson's first official directive as OES head, he declared that continuation of OPA's grade labeling regulations was essential to prevent the breakdown of dollar and cents meat ceilings. OES contended that neither consumers nor Government inspectors would know whether they were paying the legal price for meat without grade labeling.

The action immediately aroused speculation on whether the administration would by-pass Congressional bans on grade labeling by transfering responsibility from OPA to OES. As a result of the War Agency and Commodity Credit Appropriations Acts, OPA is not permitted to set grade prices except under strictly defined conditions. Mr. Vinson derives his authority from the President and is relatively immune from Congressional pressure.

MINUTE QUIZ NO. 1 OF A SERIES

WHAT DO *You* KNOW ABOUT . . . . . KOA?

Which of the three answers to each question below is correct? Check your choice. 50% is fair. 75% is good. 100% means you know an outstanding station.



1. *The KOA daytime area covers:*

(a) Four Western states ☐

(b) Colorado ☐

(c) Colorado plus parts of Wyoming, New Mexico, South Dakota, Nebraska, Kansas and Oklahoma ☐

2. *Nearest 50 kw. station to KOA is:*

(a) 1,000 miles ☐

(b) 325 miles ☐

(c) 500 miles ☐

3. *What percentage of Colorado's retailers prefer KOA:*

(a) 68.8% ☐

(b) 53.1% ☐

(c) 99.44% ☐

4. *What percentage of Denver's nighttime audience listens to KOA?*

(a) 51% ☐

(b) 83% ☐

(c) 69% ☐

Answers to questions above: 1. (c); 2. (c); 3. (a); 4. (c)

FEW STATIONS IN THE NATION CAN EQUAL KOA's DOMINANCE

50,000 WATTS · 850 KC.
KOA
First in Denver

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICE

W. D. Terrell, First U. S. Radio Head, Retiring From FCC Post at Age of 72

AFTER 32 years in government service, William D. Terrell, "Grand Old Man" of Federal radio regulation, will give up his post as chief of the FCC's Field Division when he retires from office on Aug. 31.

Twice exempted from automatic retirement by Executive Order, Mr. Terrell, who becomes 72 years of age tomorrow (Aug. 10), has been in radio from its very start, entering the field as it developed in the beginning of the century from wireless telegraphy.

MR. TERRELL

Started in 1911

Back in 1911, Mr. Terrell was made "Wireless Ship Inspector" in the Dept. of Commerce. His "staff" comprised another inspector, the late R. Y. Cadmus. In 1915, he became "Radio Inspector in Charge", with a force of 35 persons. Later, when Herbert Hoover became Secretary of Commerce, he was put in charge of radio regulation in the old Radio Division and when the Federal Radio Commission was created in 1926 he continued his supervisory activities and inspections.

Mr. Terrell continued in charge of the Radio Division when it was taken over by the Radio Commission in 1932. When the FCC took over all communications in 1934, Mr. Terrell was made head of the Field Division.

Born in Golansville, Ga., in 1871, William Terrell started his career in the Postal Telegraph office in his home town, later becoming Postal's manager in Alexandria, Va., operator in the Washington office, then traffic chief and wire chief. In 1900 he joined the American Can Co. to head its leased wire service, returning to Postal a year later as wire chief. In 1903 he entered government service, taking a position with the Treasury Dept., going from there to the Commerce Dept. in 1911.

Mr. Terrell lives with his wife in Arlington, Va. Two years ago the Terrells celebrated their 40th wedding anniversary. They have a son who is a physician and a daughter whose husband is in the Coast Guard.

Mr. Terrell said last week he would just "take it easy" after the 31st. He would like to drive to Florida for the winter if the gasoline situation permits.

FCC officials stated that plans for a successor to Mr. Terrell will be announced within two weeks.

Service

RIGHT in style is WNOX's sales staff these days, with a colonel, a lieutenant and a private calling on Knoxville sponsors. Salesman O. L. Smith is a colonel on the Governor's honorary staff; Ben Sanders is a lieutenant in the Tennessee State Guard, and Fred Shepherd is back on his three week furlough from the Army induction center at Ft. Oglethorpe. Pending selection of a new salesman, Shepherd's accounts will be handled by Commercial Manager Harry LeBrun.

STORER SEEKS 50 kw STATION IN DETROIT

A NEW 50,000-watt station in Detroit, to operate on 1220 kc fulltime, is sought in an application filed with the FCC last Tuesday by Detroit Broadcasting Co., a new company formed by George B. Storer, president of Fort Industry Co., operating six stations. Mr. Storer recently was commissioned a lieutenant commander in the Naval Reserve and is on active duty in Chicago.

Detroit Broadcasting Co. is owned 90% by Fort Industry Co. and 10% by Com. Storer personally, according to the application, filed by William J. Dempsey, former FCC general counsel.

An application for 1220 kc. with 50,000 w filed by WGAR, Cleveland, now is pending before the FCC, following hearing. The frequency, under the North American Regional Broadcasting Agreement, originally was assigned to Mexico as a Class I-A channel, but with the provision that a Class I-B station could be assigned to it in the United States in the Michigan area. Subsequently, this was altered to permit the assignment in Ohio, following which WGAR filed its application for the facilities.

More Wildroot

WILDROOT Co., Buffalo, in expanding its spot radio advertising for Creme Oil Formula, a hair preparation, has purchased additional time on the West Coast, and in the Midwest. Firm has bought two quarter-hours on the Don Lee Network, and will sponsor two commentaries weekly by Gregor Ziemer on WLW, Cincinnati; and by Tony Weizel on WJR, Detroit. One-minute announcements will be used on WJBK, Detroit. Firm entered the New York market Aug. 3, on WABC, New York, and is also using WCAU, Philadelphia. Agency is BBDO, New York.

Campana Plans

CAMPANA SALES Co., Batavia, Ill. (Campana Balm and Solitair Cake Makeup), increasing its former quarter-hour program time by 10 minutes, returns *Campana Serenade* to the air on Sept. 4 on 117 CBS stations, originating out of KNX, Hollywood, Saturdays, 1-1:25 p.m. The format of the show will be approximately the same as that of last year, featuring Dick Powell. Wallace-Ferry-Hanly Co., Chicago, handles the account.

Father Inductions Will Start Slowly

Only One in Six Is Expected To See Military Service

INDUCTION of pre-Pearl Harbor fathers in many communities will be scheduled after Oct. 1, Selective Service announced last week, but War Manpower Commissioner Paul V. McNutt indicated that only a small number of fathers—300,000—were likely to go before Jan. 1.

In a directive to draft boards last week, Maj. Gen. Lewis B. Hershey, director of Selective Service, gave a go-ahead signal for induction of fathers to fill quotas during the last three months of this year. While lifting the ban on induction of dads, Selective Service told the Boards that fathers are to be taken only in such numbers as is absolutely necessary. They will go according to order number without regard to number or age of dependents.

Political Repercussions

The imminent induction of fathers had prompt political repercussions in Washington with Sen. Wheeler (D-Mont.) demanding immediate convening of Congress to consider the situation.

Although leaders were reluctant to break up the Congressional hiatus, it was widely predicted that Selective Service would be subjected to heavy pressure during the 16 days in September between the time Congress reconvenes and the first dads go. A House Military Affairs subcommittee has already asked Gen. Hershey for an explanation.

According to NAB figures, about 80% of draft age men in key radio jobs are in 3A, while the majority of radio's younger men fall into that group. While Mr. McNutt did not tell how many fathers would go, other than the 300,000 this year, it was evident that not more than one in six are likely to see service.

Recently, Selective Service said 2,000,000 persons were needed to fill military quotas until July, 1944. At that time, almost 7,000,000 were in 3A, but it is believed a heavy proportion of the 2,000,000 vacancies will be filled with 18-year olds, reclaimed 4Fs, women, and single men now deferred for industrial and agricultural purposes.

Wadhams Football

FOOTBALL games of the Green Bay Packers and the U. of Wisconsin will be broadcast this fall as usual over WTMJ Milwaukee. Sponsored for the fifteenth consecutive year by the Wadhams division of the Socony-Vacuum Oil Co., the broadcasts are believed to be one of the longest, if not the longest, series of commercial football broadcasts in radio. Russ Winnie will be at the microphone as the season opens with the Green Bay Packers playing the Washington Redskins in an exhibition game in Baltimore on Sept. 5.

Ceiling Placed by OPA On Assembled Receivers

RADIO sets assembled and marketed by dealers must bear tags indicating the officially sanctioned ceiling price, OPA cautioned dealers last week. In the absence of regular production, dealers have been assembling sets from parts, and marketing them. OPA recently placed ceilings on these sets.

Maximum price regulation 430, which became effective July 26, 1943, requires a tag stating retailer's price; assembler's stock number; a 90 day guarantee. Set must also carry inside a label showing circuit diagram; manufacturer's name and model number; assembler's name and address, and stock number. Dealers are required to supply sales slips to the purchaser.

Sauce Spots

GROCERY STORE Products Sales Co., New York, will promote Kitchen Bouquet, in a spot campaign starting Sept. 7, entailing the use of transcribed one-minute announcements six times weekly on 16 stations. Agency is Duane Jones Co., New York.

Serutan Expands

SERUTAN Co., Jersey City, is expanding its radio advertising effective Sept. 20, with the addition of four stations to *Victor Lindlahr*, recorded quarter-hour daytime program now heard on 10 stations. The program which has been on the air for seven years, consists of talks on nutrition by Mr. Lindlahr, author of *You Are What You Eat*, and other books on food. Series is presented five-times weekly. Additional stations, bringing the total to 14, are WLW KDKA WBZ KGW. Already carrying the program are: WJAR KHJ KFRC WGR WGN KOMO WAAT WGB WOR. Agency is Raymond Spector Co., New York.

Ice Mint Schedule

ICE MINT, a foot salve, is promoted on 10 stations in Ohio and Pennsylvania, in a campaign which started Aug. 2. Schedule consists of one minute announcements, placed on a 52-week basis. Salve is produced by United Sales & Mfg. Co., Buffalo, a division of Foster-Milburn Co. The business was placed by Spot Broadcasting Inc., New York. Agency is Street & Finney, New York.

XUM

Walter Winchell on all-Blue Leads the Leaders!

ON JULY 18, 1943, Walter Winchell's program started on a new and extended line-up of Blue Network stations. For the first time, it was an *all-Blue* network and for the first time it was the full BLUE network. The Hooper Report covering the week of July 15 to July 21

places Walter Winchell at the top of all programs on the air—

This proves two points which we on The Blue have always made:

PEOPLE TUNE TO PROGRAMS...which means that given a good show, the people will seek it out.

THE BLUE DELIVERS RATINGS . . . The Blue's program policies in the past year and a half have created for the Network an increasing listening habit. Given a popular program, the Blue delivers ratings that mean listeners and sales.

The entire incident is another proof that THERE IS A CHANGE IN THE BROADCASTING PICTURE... with the BLUE's role assuming increased importance—day by day.

The Blue Network

A RADIO CORPORATION OF AMERICA SERVICE

CAUGHT AT RECENT Stations Meeting (Aug. 2) of NBC's Western Division executives, held at KPO, Radio City, San Francisco, were: Arden X. Pangborn, general manager of KGW, Portland, Ore.; Sidney N. Strotz, vice-president in charge of the Western Division; Niles Trammell, president of NBC; S. S. Fox, general manager of KDYL, Salt Lake City; William S. Hedges, vice-president in charge of station relations; John W. Elwood, general manager of KPO and NBC in San Francisco.

AFFILIATE MEETING OF NBC ON COAST

TOP NBC executives in New York confabbed in San Francisco Aug. 2-4, with executives of affiliated stations on the Pacific Coast. The group discussed programs and plans for expanding NBC's activities in cooperation with the radio industry, the OWI and other government war effort agencies.

Meeting was presided over by Niles Trammell, NBC president, and W. S. Hodges, vice president in charge of station relations, and was attended by the following station representatives:

John W. Elwood, general manager of KPO, San Francisco; Sidney N. Strotz, vice president in charge of the western division; John Swallow, West Coast program manager; Jennings Pierce, manager of public service and station relations; Frank Berend, sales manager; Paul Gale, traffic supervisor; Henry C. Maas, manager of sales and program traffic; Earl C. Anthony, owner, William B. Ryan, manager, and Clyde Scott, commercial manager, KFI, Los Angeles; Eleanor McClatchy, Keith Collins, John Hamlyn and Robert Street, KMJ, Fresno; Georgia Phillips, general manager, KIDO, Boise, Ida.; O. P. Soule, KFTI, Twin Falls, and KSEI, Pocatella, Ida.; S. S. Fox, owner and general manager, and W. E. Wagstaff, commercial manager, KDYL, Salt Lake City; Arden X. Pangborn, KGW, Portland; Birt F. Fisher, general manager, KOMO-KJR, Seattle.

WNEW Names Cott

TED COTT, director of local and network programs, has been appointed program director of WNEW New York. William B. McGrath, who formerly handled both programming and production, continues as production director. Mr. Cott was the originator and m.c. of *So You Think You Know Music*, heard on CBS and later NBC, and directed the CBS serial *Society Girl*. He has served as dramatic director of WNYC, New York's municipal station, and produced and directed the RCA-Victor *Sounding Board* program on NBC. His *Book of Musical Fun* is to be released in October by Simon & Schuster, New York.

CECIL BROWN, CBS correspondent, has returned from a three-week tour of the country. The results of his observations will be contained in a book to be published by Random House.

"THANKS, JIMMY"
Juke Operators Thrive Despite AFM Ban

THE BAN on new recording imposed by AFM Czar James C. Petrillo is proving a bonanza for juke box corners, the *Minneapolis Times* said last week, reporting that the revival of old-time favorites in place of hit parade melodies is resulting in increased earnings, and at the same time saving on royalties.

"We're making more money today than ever before," Don Leary of the Automatic Sales Co. told *The Times*. He said juke firms were digging into their files, and recording companies are reissuing old masters, many of which were made by current favorite musicians before they hit the big time.

RCA Land Cruisers

THREE-WAY sound reproduction equipment designed and produced by RCA Victor has been in operation for the past year in eight "land cruisers" used for Navy recruiting. Adapted for broadcasting phonograph recordings, radio pickups, and live talent and speakers at a microphone, the trucktrailer type units have been used for entertainment of various gatherings as well as recruiting drives. Each cruiser contains four loudspeakers, driven by two 15-watt amplifiers, and a gasoline driven generator producing 110-volt AC current.

WPB Names Faber

PETER J. FABER has been appointed WPB consultant on radio receivers, radio receiver repair parts, and distribution, it was announced by Frank H. McIntosh, chief of the domestic and foreign branch of the Radio and Radar Division. Mr. Faber, who has been active in radio for many years, is assistant manager of the radio department and purchasing manager of Montgomery Ward, Chicago.

Newspaper Asks CP

CONSTITUTION Publishing Co., Atlanta, last week requested FCC to reinstate its application to construct a new high frequency broadcast station to operate on 45.3 mc, with coverage of 7,380 sq. mi. Request was filed under the Commission's ruling of last February for reinstatement of FM and television applications that had been dismissed.

MBS Billings Doubled

MUTUAL billings for July, released last week, show an increase of more than 100% over the corresponding month last year. Total for July, 1943, is $1,088,809, as against $531,305, for July, 1942. This represents an increase of 104.9%. Accumulative billings for the first seven months of 1943 are $6,991,727, as compared to $5,866,408 for a similar period last year.

CIVILIAN ECONOMY PLAN ANNOUNCED

THE HIGHEST practical standard of living for the home front, and maintenance of essential equipment in the hands of civilians was pledged last week by the new WPB Office of Civilian Requirements in an outline of its plans, submitted to the powerful WPB Requirements Committee, which must pass on allotments of all critical materials.

Although Arthur D. Whiteside, head of the OCR, announced no definite production plans, he said that he hopes a nine-point program will supply enough essential consumer goods for efficient functioning of the civilian economy. Although this does not mean reopening substantial manufacture of many articles formerly used by civilians, Mr. Whiteside said he hoped to maintain the civilian population "in a sound and vigorous condition".

Third point on the OCR program was "adequate repair parts, replacement parts and labor to maintain existing essential equipment in the hands of civilians in operating condition." The Whiteside plan, contrasted with the old Civilian Supply "bed-rock economy" plan, does not contemplate a minimum subsistence standard, but was predicated on the belief that supplies would be considered at a minimum when further curtailment would impair health, morale or working efficiency "beyond what is justified by prospective gain to the war."

Morton Using 146

MORTON SALT Co., Chicago (table salt), on Aug. 16 begins sponsorship of one minute announcements and chain breaks on 146 stations in 137 cities. The campaign for four weeks will use 5,840 announcements. Agency is J. Walter Thompson, Chicago.

Host Stations

SUGGESTION that radio stations act as hosts for radio personnel in the armed forces who may visit their community is being explored by Willard D. Egolf, assistant to NAB president Neville Miller. Under the plan, first suggested by J. Leonard Reinsch, managing director of WIOD, WHIO and WSB, stations would equip their employes in service with identification cards. When these radio people are in a strange community the card would serve as introduction and passport to hospitality at local stations.

Frequency Check Service Improved

Bureau of Standards Opens A New Transmitter

IMPROVEMENT and extension of standard radio frequency broadcasts and related services of the National Bureau of Standards has been announced by the Department of Commerce with the completion of a new transmitting station, WWV, at Beltsville, Md.

Ten-kilowatt transmitters have been installed and additional frequencies and voice announcements added. The services now include: (1) standard radio frequencies, (2) standard time intervals accurately synchronized with basic time signals, (3) standard audio frequencies, and (4) standard musical pitch, 440 cycles per second, corresponding to A above middle C. The standard radio frequencies are 5, 10 and 15 megacycles. The service is continuous day and night.

National Standard

The standard frequency broadcast service makes widely available the national standard of frequency, which is of value in scientific and other measurements requiring an accurate frequency. Any desired frequency may be measured in terms of any one of the standard frequencies, either audio or radio. This may be done by the aid of harmonics and beats with one or more auxiliary oscillators. The accuracy of all the frequencies, radio and audio, as transmitted is better than a part in 10,000,000.

The primary purpose of the standard frequency broadcasts is to meet the need of the radio industry itself, enabling broadcasting stations to keep their frequencies within the assigned bands and to avoid interference with other stations.

Standard time intervals are of particular value in physical measurements and are useful in all kinds of laboratories. The standard musical pitch is used by musical organizations and the music instrument industry.

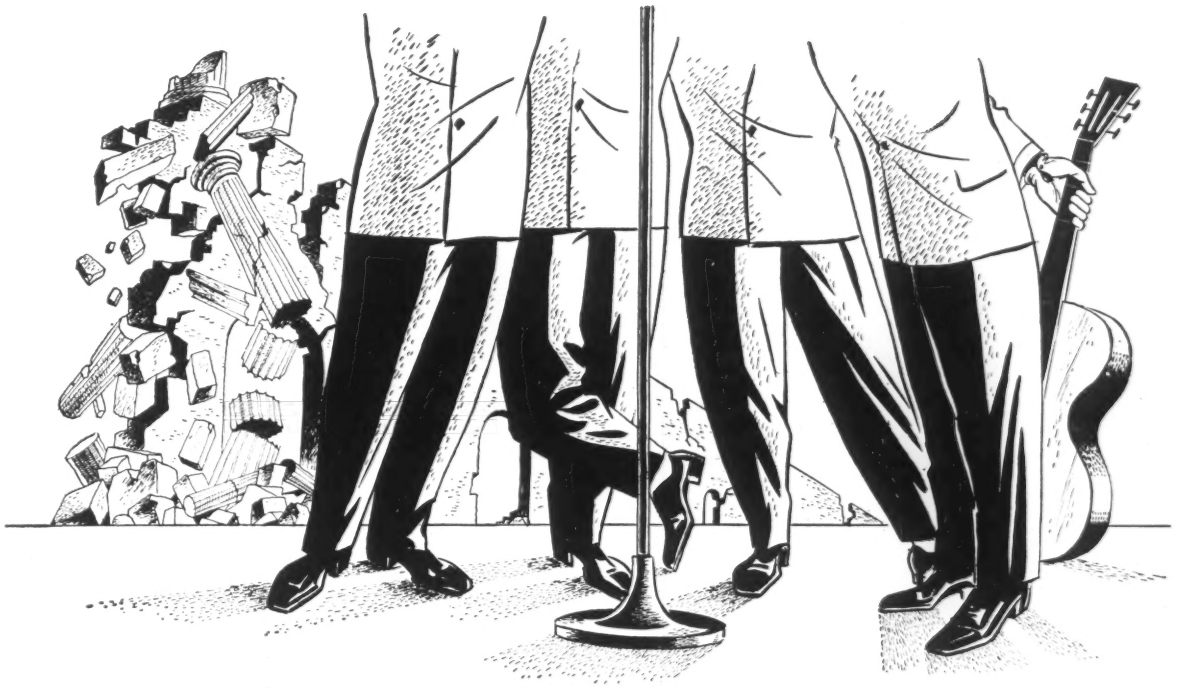
The armed services make wide use of standard frequencies in checking radio equipment going into planes, tanks, ships and the like.

Information on how to receive and utilize the service is given in Letter Circular—Methods of Using Standard Frequencies Broadcast by Radio—copies of which are available on request from the National Bureau of Standards, Washington, D. C.

Franceschi Promoted

M. P. FRANCESCHI, formerly a senior executive in the New York office, has been elected a vice president of Foote, Cone & Belding, New York. He was formerly vice president and general manager of J. Sterling Getchell.

XUM



Now the "walls come tumblin' down" ... every Friday night!

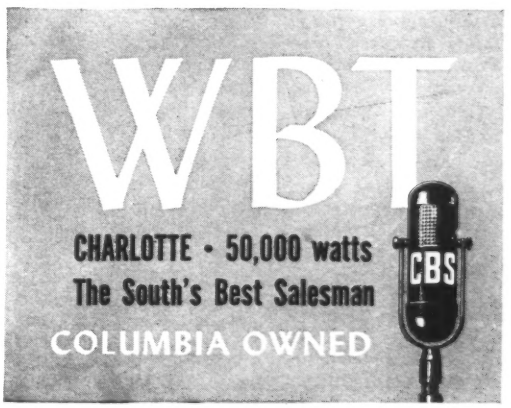
The Golden Gate Quartet. Four boys who just "picked up" and began singing around the South. Their fame spread, and pretty soon they won a regular program on WBT. Then they went on CBS coast-to-coast, and you know the sequel: nation-wide favorites overnight.

So we discovered another quartet, the "Southern Sons." The same kind of thing happened.

We announced a Fourth of July competition to pick a new group; the prize—a regular weekly spot on WBT.

Word of the tournament spread fast: 48 quartets piled in from 7 Southern states, from Florida to West Virginia. We made the auditions public—charged 40c admission. 5,000 spectators jammed the WBT auditorium. For nine hours—2:00 to 11:00 p.m.—these typical WBT listeners roared and stamped applause, as group after group took their places on the stage, shuffled their feet, swung into their numbers. And when the Montgomery Quartet, from Blacksburg, S. C., won, the "walls came tumblin' down."

The winners share their prize with you—a regular program on WBT, 8:15 to 8:30 every Friday night. And from all reports the 4,000,000 people in WBT's 107-county primary area approve the choice of our new WBT quartet. You'll approve it too, when the Montgomery Quartet goes to work for you. Better ask us or Radio Sales for details.



Represented by Radio Sales, the SPOT Broadcasting Division of CBS

OWI Revamps U.S. Programs for World

New Radio Techniques Are Being Created By War Agency

By AL HOLLANDER
OWI Overseas Radio Branch

MODERN radio broadcasts as conceived by American networks and independent stations are undergoing a complete change of format and presentation as well as basic entertainment approach, as a result of extensive research of foreign radio audiences now being conducted by the Overseas Radio Branch of the Office of War Information.

Located in the Argonaut Bldg. in New York City, this unique radio operation concerns itself with the programming of radio stations in virtually every corner of the World. Consider some of their varied requests—KGU in Honolulu wants many more hours of American network shows on transcriptions to fill its schedules and entertain troops and civilian war workers; XGOY in Chungking and XPRA in Kunming, China, urgently request at least a thousand commercial recordings since their stock of popular dance tunes, operatic and symphonic selections has become seriously depleted; Radio Congo Belge in the Belgian Congo must have immediately a series of *Projection of America* platters in Afrikaans for rebroadcast to South Africa.

BBC in London is interested in scheduling OWI's *Symphony Orchestras of America* series once weekly for 45 minutes; All-India Radio cables from New Delhi that there would be great interest in a series of broadcasts about American rivers; Radio Tjaenst in Sweden agrees to schedule a series of broadcasts dealing with various American subjects ranging from public acceptance of "Gone With the Wind" to the story of the American free press; Central Broadcasting in Salisbury, Northern Rhodesia would like the series *Jazz in America*, while the Australian Broadcasting Company would like a special series on *This is the U. S. A.* and the Egyptian State Broadcasting System is interested in a series in Arabic telling about American farming methods.

Aim to Get Time

These are only a few of the many varied requests that are received through OWI Outpost Representatives stationed in these countries. They are requests that have been received after many months of painstaking negotiation which served to break down the walls of resistance that prevented America from obtaining time on domestic radio stations abroad. Most of these stations are under close government supervision—and even though the governments are friendly or even allied with the United States, the problem of time negotiation is difficult.

However, once completed, it is up to the Overseas Radio unit to build shows in strict conformity to the likes and dislikes of the native audiences taking into account local government policy. This necessitates voluminous research of a sort never heretofore conducted. What languages are the best for the area? Do they speak Turkish or Persian in Cairo? How many refugee Italians and Poles are located there? What percentage of the population understands French? Should the bulk of the shows be in Arabic? What are the most popular local programs? Do they like American swing, classics, opera, or march music? What do they know about America? What misconceptions do they have about us because of motion pictures?

Basis for Technique

What fiction has the Axis spread about our country that must be destroyed through hard fact? These and hundreds of other questions must be answered if the programs to be built for local broadcasts inside the country are to be effective.

Answers to these and similar questions form the basis for the new techniques in broadcasting that have been developed by OWI. Foreign audiences don't want too much dramatics—they want facts; they don't like American exhuberance and speech in superlatives, they'd rather know in simple terms the influence their country has had on us; they can't understand the fast pace of our variety programs and prefer instead, an "on-the-scene" interview with a mid-west farmer and his wife.

Thus "documentation" has become the keynote for these programs which are built in some 15 different languages including Arabic, Persian, Icelandic, French, German, Spanish, Italian, Portuguese, Turkish, Flemish, and others. Documentary evidence is required for each and every statement made. If the story of an American machinist is told—the program is built as he works at his lathe; if a program showing the influence of Persian art in America is desired, the broadcast originates at the office of the curator of the Metropolitan Art Museum. Thus, through this quiet, subdued, but nonetheless confident tone of presentation, the real story of America and Americans is projected to peoples throughout the world through programs transcribed onto platters and scripts cabled for instantaneous rebroadcast.

Contrary to the methods utilized in shortwave broadcasts *to* a country or number of countries simultaneously (since it is impossible to direct these transmissions specifically to one nation at a time) the method for the domestic broadcasts *in* the country over the local transmitters permits highly-specialized "angling" which caters to the specific desires of the audience.

Music Wanted

In addition to the preparation of these language "platters" an extensive series of musical programs are being turned out each day. Every major symphonic orchestra in the country has recorded special 45-minute programs which endeavor to tell the story of America's progress in the field of the classics, thus combatting the fable that America is a nation of gangsters and cutthroats. Also in the musical field we find a series called *Music to Sing With*, projecting the musical folk lore of the country, and *Jazz in America*, a specialized and somewhat formal treatment of the development of jazz as conceived by one of the top authorities on the subject, Charles Smith. An extensive transcription library service for distribution to foreign stations is also in the process of completion aimed specifically at telling a story of America through the medium of its dance tunes, marches, folk music, and contemporary classics. Appropriate continuity handbooks accompany the series.

Apart from the foreign language programs and musical features that are built, several English language series have been prepared by such outstanding writers as Howard Fast, Louis Untermeyer, Peter Lyon, Robert Ardrey, Bessie Breuer, and others. These programs include *Meet an American*, weekly quarter-hour series on well-known figures in American history as Washington, Lincoln, Boone, the Wright Brothers, George M. Cohan, as well as "types" like the machinist, wheat farmer, cowboy, etc.; *This is the U. S. A.*, a so-called primer series of America dealing with such broad topics as government, industry, culture, history, etc.; and *American Almanac*, series of informal presentations of well-known people and places in American life with such personalities as William Allen White and Tallulah Bankhead, readings by Helen Hayes, and songs by Bing Crosby.

FIRST COMMERCIAL broadcast of CBS' *Report to the Nation* under sponsorship of 124 electrical industries, was attended by utility company representatives, and by members of CBS and of N. W. Ayer, New York, agency in charge (l to r): E. R. Dunning, vice-president, N. W. Ayer; Paul White, CBS director of public affairs and news broadcasts; Leonard Erickson, CBS sales manager. Back row, H. S. Metcalfe, advertising manager, West Pennsylvania Power Co.; Max Wylie, production manager, N. W. Ayer radio dept.; R. A. Gibson, assistant to v-p, Hartford Electric Light Co.; Don Mackie, Commonwealth & Southern Corp.

Gracie's Leaf

MBS last week sent radio editors florists' boxes, each containing a long green leaf and the following note from Gracie Fields: "Here's a leaf from the 'largest Aspidastra in the world,' the one Mutual gave me at the farewell party last Tuesday. Plant it and maybe we can hang Hitler from it when I return from England this fall for my new *Victory Show* over the Mutual network."

IN AN AIR-MINDED WORLD RADIO IS THE FIRST LINE OF COMMUNICATION

The war has accentuated the clearly charted and rising peace-time preference for radio.

For business chiefs at home as well as the chief of staff at the front, radio is the first line of communication. It is maintaining the well-earned leadership of accepted brands and earning new laurels for war-time products.

Last century's "Go West Young Man" has been supplanted by today's "Take To The Air". And when you follow that course in Hartford, go by the "Rule of 3". Get WDRC's winning combination of coverage, programs, rate.

BASIC CBS HARTFORD

WDRC

CONNECTICUT'S PIONEER BROADCASTER

SAD STATE for a man only 39, judging by this genre of James D. Shouse. But the Crosley Corp. vice-president in charge of broadcasting is merely feeling out a birthday gift from the staff to the Old Man. With the wheel chair came a card, "Happy Birthday to the Old Man".

RADIO JOBS GIVEN SCHOOL GRADUATES

RADIO JOBS were handed 72 students of the second annual NBC-Northwestern University Summer Radio Institute along with their certificates of graduation last week as a climax to the effort they, educators of the university's staff and top personnel of NBC's Central Division, have been making for the past six weeks to meet the industry's employment situation.

According to the Institute's co-directors, Albert Crews, of the N. U. School of Speech, and Judith Waller, director of public service for the NBC Central Division, job offers from radio stations continue to pour in for the 134 students, 85% of them women, who made the educational grade in courses of radio production, announcing, programming, news writing, studio engineering and public service.

The NBC Scholarship Award for outstanding performance was given William Reade, Baton Rouge, La., one of the few men students. Kay Dowst, St. Petersburg, Fla., student, won a $100 War Bond prize offered by the War Writers Conference for the best radio script developed at the session.

Wrigley War Dramas

WILLIAM WRIGLEY JR. Co., Chicago (chewing gum), beginning Aug. 8 will sponsor a new half-hour program, *America in the Air*, over 126 CBS stations at 6:30-7:00 p.m. Sundays originating out of WBBM, Chicago. The new program is "to run for the duration" as a war effort promotion, and will mention no specific brand. Actual heroes and actors will portray authentic war-front events in the series, the first of which will dramatize the story of the "Memphis Belle", battle-scarred bomber of the European Theatre of operations. Agency is J. Walter Thompson Co., Chicago.

Billion Listener Impressions Sought for War Loan Drive

Greatest Sustained Radio Effort in History Goal of OWI and Treasury in Campaign

RADIO will be asked to provide more than a billion listener impressions — perhaps 1½ billion — for the Third War Loan Drive Sept. 9-30, according to plans of the Treasury and the OWI Radio Bureau. The radio drive, the greatest sustained effort in history, is one-fourth again as big as the record job the industry did for the Second War Loan Drive last April [BROADCASTING, March 22].

In mobilizing network commercial and sustaining programs, local station announcements and national spot programs for a 22-day drive, the Treasury anticipates use of $10,000,000 in time and talent, all supplied under various OWI allocation plans.

'Radio Day'

The Third War Loan Drive will open Sept. 9, with "Radio Day", similar to the "Around-the-Clock" broadcast of April 12, when radio touched off the recent $13,000,000,000 fund raising effort. During Radio Day, OWI said, all facilities available to the Radio Bureau, will be devoted to the Third War Loan.

All programs scheduled under the network allocation plan will carry War Loan messages. Also, according to present plans, 26 network commercial and sustaining programs will treat the War Loan Sept. 9 under the special assignment plan. All local station announcements, nine for network affiliates and 12 for non-affiliates, will handle the drive that day.

It is also expected, OWI said, that the four major networks will assign the War Loan message to all sustaining shows not covered by network allocation or special assignment plans, and OWI will ask every local station to devote every available station break to the drive during Sept. 9.

The drive is getting 100% of the network allocations for Sept. 9, and OWI plans to give it 60% of bookings from Sept. 10-30. Covering 215 programs—three out of four of radio's most popular—the network allocation plan is expected to provide 600 million listener impressions. Program stars and guest artists will be asked to make personal appeals, with OWI offices in New York, Chicago and Hollywood making personal contacts with producers, writers, stars, agencies, sponsors and networks.

During the campaign, every program on the air will be asked to devote at least one show to the drive in addition to its regular allocation. These programs, under the special assignment plan, are expected to number 180 and to reach 420 million listeners. Hollywood stars will be used to introduce returned heroes from the battlefront.

Under the station announcement plan, 76,800 announcements are contemplated, with a circulation of 325 million. After Sept. 9, when all announcements will be devoted to the drive, OWI will ask three per day on all network affiliates and six on non-affiliates. The national spot plan will supply 40 programs, with 9,000,000 listeners.

In addition to the regular allocation programs, OWI plans to use existing local programs to carry the War Bond message. The 12 new station relations chiefs located in key cities will plug the drive locally, and arrange radio cooperation with local war effort programs.

Drug, Cosmetic Aid

Through Army and Navy cooperation, War Bond messages will be carried on 800 service programs. A special fact sheet will be sent by the military services to local public relations officers. The Dept. of Agriculture is sending a similar sheet to all farm programs.

Included in the Third War Loan radio time will be a bloc of time donated by the drug, cosmetic and allied industries, which has been devoting 5% of all its advertising to the war since Dec. 1. In a report to Secretary Morgenthau on the first six months of its war advertising, the industry said $2,000,000 in ads had been devoted to War Bonds by 80 members of the association. The ads were carried on several hundred radio stations and newspapers; 45 magazines, trade and professional publications.

ISABEL RANDOLPH (Mrs. Uppington), of the weekly NBC *Fibber McGee & Molly Show*, has been signed for a role in the Paramount film, "*Standing Room Only*".

G-M Sponsors First Of Music Series

Presents NBC Orchestra In Sponsored Programs

AFTER six consecutive years as a sustaining program, the NBC Symphony programs were formally turned over to C. E. Wilson, president of General Motors, by David Sarnoff, RCA president, and board chairman of NBC, at the start of the series under G-M sponsorship Aug. 1. Mr. Sarnoff reviewed briefly the history of the orchestra from 1936, when the network invited Arturo Toscanini to return to America to conduct a series of symphonic broadcasts, to its present-day status as "The most beautiful orchestra in the world," in the words of the conductor himself. The orchestra made its first broadcast on Christmas day, 1937, he recalled.

'Testimonial' to Radio

General Motors' sponsorship is a "testimonial to radio's success in bringing symphonic literature to millions of people in the United States," he added, continuing "To these millions great music has now become a necessity."

Mr. Wilson drew a parallel between the company's accepted policy of "more and better things for more people," and the spirit in which it assumed sponsorship of the NBC symphony. "Now the entire productive capacity of General Motors is, of course, devoted to war work. Our entire organization is busy at one mighty task, doing everything in our power to help the Army and Navy in their drive toward victory. However, we are still mindful of how much we owe to the millions who have for so many years put their faith and confidence in General Motors products," he said.

Dr. Frank Black, who will continue to direct the NBC summer series, conducted the opening broadcast.

INDUSTRY MEN AID ARMY NET

European Theatre Served by Tiny Transmitters And System of Land Lines

A NUMBER of industry members now in the armed forces are active on the staff of the New American Forces Network, bringing top broadcasts nightly to fighting men in the European Theatre of Operations. By an intricate system of land lines and regional transmitters, recordings or broadcasts are picked up direct from British Broadcasting Corp. schedules.

Every evening and all day Sunday the broadcasts are heard over the network, without interfering with reception of BBC programs. In the London area they can only be heard at service centers via direct wire from the BBC. These centers also pickup BBC news, music and comedy considered entertaining to American soldiers.

Production manager of the network is Corp. Charles R. Capps, with WMCA, New York, for seven years. Private Martin R. Smith, newswriter, was with WEVD, New York. Corp. Syl Binkin, announcer and writer, was with WEW, St. Louis. Corp. Karl Hoffenberg, producer, was a sound effects man at WWJ, WJR and CKLW, Detroit, and at WGN, Chicago. Corp. Arthur J. Freeman, studio technician and assistant producer, was with 20th Century Fox. Pfc. Warren Bryan, serial actor, is announcer and writer. Sgt. Donald H. Robinson, program director, was with the CBS television department.

A Sure Prescription

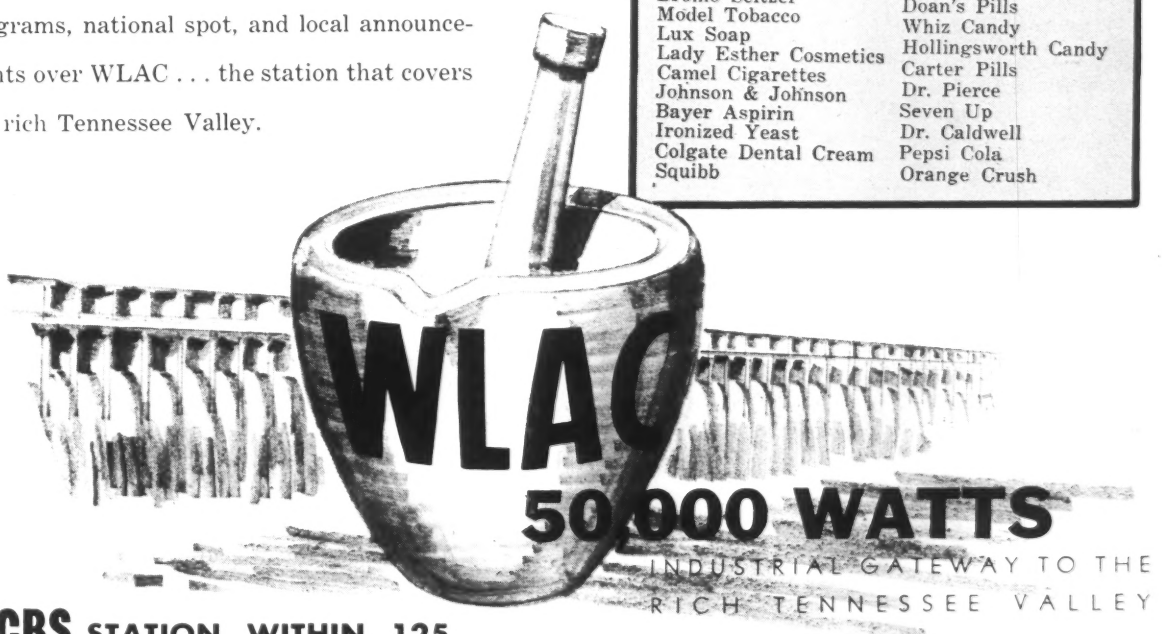
FOR SALES IN THE TENNESSEE VALLEY

PRESCRIPTION for sales in the Tennessee Valley: take outstanding programs and announcements, stir well throughout "The Valley" over WLAC, and let increased buying power of thousands of war and industrial workers complete the results.

That's what scores of manufacturers of drug products are doing . . . through CBS programs, national spot, and local announcements over WLAC . . . the station that covers the rich Tennessee Valley.

THE FOLLOWING PRODUCTS ARE CURRENTLY BEING ADVERTISED OVER WLAC

Curtiss Candy
Coca Cola
Welch Grape Juice
Doublemint Gum
Philip Morris Cigarettes
Eversharp
Scalf's Indian River Med.
Black Draught
Kolynos & Bisodol
Anacin
Spearmint Gum
Chesterfield Cigarettes
Bromo Seltzer
Model Tobacco
Lux Soap
Lady Esther Cosmetics
Camel Cigarettes
Johnson & Johnson
Bayer Aspirin
Ironized Yeast
Colgate Dental Cream
Squibb
Old Gold Cigarettes
Vaseline
Pacific Borax
Tums
Colgate Shave Cream
Parker Pen Co.
Lucky Strike Cigarettes
Stanback
Ex Lax
Penetro
St. Joseph Aspirin
Pepto Bismol
Arrid
Doan's Pills
Whiz Candy
Hollingsworth Candy
Carter Pills
Dr. Pierce
Seven Up
Dr. Caldwell
Pepsi Cola
Orange Crush



50,000 WATTS

INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY

ONLY CBS STATION WITHIN 125 MILES OF NASHVILLE, TENN.

NATIONAL REPRESENTATIVES PAUL H. RAYMER COMPANY

NBC Plans Slash In Discount Scale

Maximum Cutback Is 22½%; Weekly Rebates Revised

NBC has notified its clients that, effective Sept. 1, 1943, with the customary year's grace for continuing contracts, the network's discounts will be decreased, with no weekly discount allowed advertisers spending less than $8,000 a week for NBC facilities and with the maximum annual discount earnable reduced from 25% to 22½%.

Letter, sent out by Roy C. Witmer, vice-president in charge of sales, explains that NBC's costs of operation have increased during the past few years like those of almost every other business and in addition NBC has had to cope with performance rights, station compensation and other items peculiar to the broadcasting business, to which must also be added "the expanding cost of the added and unusual public service programs which we are contributing to the war effort."

New Schedule

New schedule of weekly discounts calls for 5% discounts to advertisers spending between $8,000 and $18,000 weekly and 10% for advertisers spending $18,000 or more per week. Formerly advertisers spending between $2,000 and $4,000 were allowed 2½% discounts; $4,000 to $8,000 got 5%; $8,000 to $12,000, 7½%; $12,000 to $18,000, 10%, and $18,000 or more per week, 12½%.

Annual rebate of 12½% for 52 weeks consecutive broadcasting remains unchanged. Annual discount, offered advertisers spending $1,500,000 or more annually with NBC in lieu of weekly discounts and annual rebates, has been reduced from 25% to 22½%. On both weekly and annual discounts, rate is reduced 5% for programs broadcast between 8 and 10 p.m. New York Time and their rebroadcasts, so that the maximum discount for such programs is now 5% on a weekly basis and 17½% on an annual basis.

No other changes have been made in the provisions for discounts, rebates and commissions appearing on NBC Rate Card No. 30, dated Jan. 1, 1943, NBC states, explaining that in the interests of paper economy no new card will be issued at this time.

McKesson Record

A RECORD high of 150 stations now carry advertising for McKesson & Robbins products, and the number is being increased, accordto L. M. Van Riper, vice-president in charge of advertising for the company. Bexel, Calox, Alboline, Soretone and Yodora are the five products being promoted on the air at present, with 40% of the time being used for the advertising of Bexel, fast growing vitamin B comblex. The CBS Pacific Coast chain and the Yankee Network are currently used. Time ranges from one minute breaks, to fifteen minute news broadcasts.

WHEN THE NAVY needed a lightweight communication device for emergency work by divers, Daniel W. Gellerup, technical supervisor of radio for the Milwaukee Journal Co. (WTMJ-W55M), designed a portable outfit weighing only 25 pounds and operating on 6-volt storage batteries. One speaker is in the diver's helmet and another amplifier is located above the surface. Mr. Gellerup and several of his technicians constructed 27 of the talkie sets for the Navy during after-work hours. Mr. Gellerup has been granted an indefinite leave of absence to serve in the war effort. He will be associated with Columbia U. Division of War Research, engaged in specialized electronic development work, and assigned to the Navy as a civilian consulting engineer, operating under the National Defense Research Committee.

Cuts Spot Remover Claims

PLOUGH Inc., Memphis, has stipulated with the Federal Trade Commission that it will cease statements implying that its dry cleaning compound, Mufti, will instantly remove spots, regardless of kind, from any fabric.

NEW YORK BOOST IN AUDIENCE NOTED

POINTING to the increase in listening during the last five months as compared month by month to that of last year, The Pulse of New York Inc. predicts that radio listening in the New York area this summer will reach a new high. Although the seasonal decline continues, it is notably less than in 1942, the report reveals. If the month of August should continue, the high listening level as compared to August a year ago, "much of the usual summer decline will have been eliminated," it is stated.

Listening in July, 1943 was 137% of that for the same month last year. Comparable figures for previous months this year are as follows: March, 112%; April 108%; May, 113%; and June, 104%. Factors expected to contribute to increased summer listening, as presented by The Pulse include: the war, accompanying interest in war news: restrictions such as gasoline rationing; and the fact that more activities will be carried out in the home.

Bu-Tay Buying

BU-TAY PRODUCTS, Los Angeles, in a fall campaign to promote Raindrops, a detergent, on Aug. 2 started for 13 weeks sponsoring daily participation in *Business Brevities* on KTAR, Phoenix, and weekly in *Bess Byes* on KFRC, San Francisco. Firm in addition is using daily spot announcements on KFRE, Fresno; KVRS, Rock Springs, Wyo.; with three per week on KUTA, Salt Lake City. Agency is Glasser-Gailey & Co., Los Angeles.

Another Sherman & Marquette First in Radio!

"JUDY CANOVA
With Elvia Allman, Mel Blanc, Ken Niles, Gordon Jenkins
Orch. Director: Bill Lawrence
Writers: Don Pringle, Jack Douglas
Comedy, Songs
COLGATE TOOTHPOWDER
Tues., 8:30 p.m.; 25 Mins.
WABC-CBS, New York

Judy Canova offers the possibility of becoming the most quoted comic in radio. Her opening program (6) certainly gave 'em one to recall to friends the following day.

The program's humor, which was uniformly of the bell-ringing species, remained well within the precincts of radio's well-guarded parlor manners. Most of it was a hybrid of the stuff that tickles the tall-pine folk and hot-off-the-cob witticisms from Hollywood & Vine.

Everything about the 25 minutes seemed to be well grooved, and the pacing was sprightly. The producers of the show endowed Miss Canova with the added assets of a funny set of stooges.

Miss Canova is replacing Al Jolson in this spot. The outlook for the new tenant is a bright one."

—*from Variety Radio Review, 7/14/43*

In Hooper's first 25 shows on its opening night

SHERMAN & MARQUETTE, *Inc.*

919 NORTH MICHIGAN AVE., CHICAGO

50 ROCKEFELLER PLAZA, NEW YORK

America's Pioneer Broadcasting Station—

Covers the Greatest Industrial Market in the World • • •
Day-time Primary Coverage Area—Population 4,154,767—Radio Homes 955,546

WWJ

America's Pioneer Broadcasting Station—First in Detroit
National Representatives
THE GEORGE P. HOLLINGBERY COMPANY
Owned and Operated by The Detroit News

NBC Basic Network

Associate Station W45D-F.M.

Radio Effective in Labor Recruiting Says Allyn, Natl. Cash Register Head

"RADIO has been very effective in the recruiting of women war workers," according to S. C. Allyn, president of the National Cash Register Corp. and chairman of the Emergency Committee formed in Dayton to remove the Dayton area from the War Manpower Commission number one critical list—which has been accomplished.

In a letter to WHIO Dayton, over which the recruiting programs were aired, Mr. Allyn says, "Radio has not been the only medium used but a large part of our effort has been over the air and the campaign has produced good results. The number of women applying for jobs at the United States Employment Service has increased substantially and there is every reason to believe that there are enough women available to meet local employment needs." The recruiting programs over WHIO have been of a personalized nature as they have been chiefly on-the-job interviews with women who habe taken their places in industry.

To this Mr. Allyn says, "Another result of the broadcasting of these interviews has been the interest shown on the part of present employes in factories where workers were interviewed.

"Plants were always advised when their people would be on the air and in a number of cases tuned in with their public address systems so that all the employes could hear the program. The effect was very good. Many other employes also made it a point to tune in on the program at home at the specified time."

The Dayton-Springfield area has been reclassified from the No. 1 list to the No. 2 list of the WMC.

Dr. Jayne Placing

DR. D. JAYNE & SON, Philadelphia, plan an extensive campaign for its Jaylax through J. M. Korn & Co., that city. Radio and newspapers will be used, according to J. D. McIntyre, president of Dr. Jayne. J. M. Korn & Co. also handles Jayne's cough syrup.

SODERBERG FILLS VOGEL'S CIAA POST

GEORGE J. VOGEL, formerly commercial manager of KZRF and KZRM, Manila stations operated by Far Eastern Broadcasting Co., has left the Office of the Coordinator of Inter-American Affairs, New York, where he headed the transcription office. Succeeding him is Henry Soderberg, who has been doing production work at the CIAA up until the present. Mr. Soderberg originally joined the agency as an actor, having done both narrating and acting for Paramount Pictures. He was at one time associated with the Klinger & Alsop agency, where he did Spanish transcriptions. Mr. Soderberg formerly lived in Mexico.

Another member of the CIAA to leave the organization is Raleigh L. Haydon, associate director and producer in the radio division. Mr. Haydon, whose duties at the CIAA will be absorbed by other members of the division, will set up his own advertising consultant firm sometime towards the end of this month. The new concern will service advertising agencies. Mr. Haydon will continue his association with the CIAA on a free-lance basis.

Cease Dog Food Claims

SPRATT'S PATENT (America) Ltd., a British corporation, of Newark, has stipulated with the FTC to cease use of certain claims for Spratt dog food preparations. Among these are claims that the dog's breath will be maintained in a sweet and clean condition by Spratt's Charcoal Ovals or that Spratt's Dog Foods contain meat. It is agreed that the word "Meat" will not be used in the trade name or advertising of Spratt's Fish and Meat Ovals or Spratt's Meat-Fibrine Dog Biscuits unless qualified to be descriptive of the ingredient. Another dog food concern, Ballard & Ballard Co., Louisville, has stipulated with the Trade Commission that it will stop representing that Ballard's Insurance Dog Food contains meat or will insure dog health.

Tube Repairs Urged

BROADCASTING stations should consider the repairing of large transmitter tubes to make them last as long as possible, John Creutz, chief of the transmitter section of the WPB Radio & Radar Division urges. Because of the heavy demand for these tubes on the part of broadcasters and direct and indirect military users, it is likely that supplies this winter will be more restricted than in the past, Mr. Creutz asserted. Under the terms of P-133, he pointed out, broadcasters must return old transmitter tubes for salvage when purchasing new ones or they may have them repaired, but there is no compulsion to have them repaired.

Everett J. Schneider

EVERETT J. SCHNEIDER, 44, head auditor of RCA Labs., Princeton, died July 31 of a heart attack. He had been with RCA for the past three years. In 1941 he was transferred from Haddonfield, N. J., to the Princeton plant.

Radio Station
WAVE
The Radio Center of
LOUISVILLE, KENTUCKY

NBC Basic Red

Telephone Wabash 6543

July 28, 1943

Mr. Erich Brandeis
International News Service
235 East 45th Street
New York, N. Y.

Dear Mr. Brandeis:

Just a few lines, in a spare moment, to express my satisfaction with INS coverage of the war.

We opened our newsroom about four years ago with International News Service and two broadcasts a day. Today we have a staff of three news editors and fourteen news periods a day. Due to INS complete service and many features, such as war roundups and Washington summaries, plus eyewitness accounts, we are able to make each news period a real information period. You can be sure that we appreciate the many services you have extended us in the way of 24 hour coverage and the great lengths to which you and your staff of correspondents go to give us the news so that we in turn may keep the public informed.

Best regards and I know you'll keep up the good work.

Sincerely,
Russell J. Pirkey
Russell J. Pirkey,
Chief News Editor

Thanks, Mr. Pirkey

INS

WHY IS WGN LIKE A BLOCK BUSTER?

★ Because they both have a terrific impact locally plus a telling effect for miles around. ★ WGN's local impact is attested to by Chicago's retailers who place more business on WGN than on all other 50,000 watt Chicago stations combined. ★ National spot advertisers bear testimony to WGN's wide and effective coverage by keeping WGN the leader in this classification.

A Clear Channel Station

CHICAGO
50,000 WATTS

WGN

ILLINOIS
720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y. ★ *PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.*

Young Veteran

AT 24, Pat O'Brian, new announcer of WCKY, Cincinnati, is a ten-year veteran in radio. Discharged by the Army Air Forces for injuries suffered in a training accident two weeks before he was to be commissioned, Pat was originally *The Voice of Youth* on WIND, Chicago in 1933. He worked through the U. of Iowa as a member of the station staff, and was on KMAC and KABC, San Antonio, and KEYS, Corpus Christi.

Ecuadorean Broadcast

ECUADOR'S Indpendence Day will be celebrated by NBC's International Division in a special shortwave broadcast to be heard over the NBC Pan-American network Aug. 10. Produced in cooperation with the Ecuadorian Students Assn. of New York, the program will dramatize the country's revolution for independence.

MANPOWER shortage in engineers has been solved at WGAR, Cleveland. Lloyd Wingard (l), WGAR acting chief engineer, is quite satisfied with Cleveland's only two women engineers. Having already completed her first year with WGAR is Ruth Lloyd (r) at the jack panel. New staff member Bernice Ottney (c) is watching. Morrie Pierce, WGAR chief engineer, is on leave with the OWI in North Africa.

CAL TINNEY has withdrawn from his thrice-weekly Mutual program *Sizing Up The News*, sponsored by Bayuk Cigars Inc., Philadelphia. Program will continue under its present title with Sam Balter, who formerly broadcast for Bayuk on the *Inside of Sports* on Mutual, replacing Tinney.

NEW, DIRECT radiotelegraph service has been announced between the United States and Madagascar, by Admiral Luke McNamee, president of Mackay Radio & Telegraph Co., affiliated with I T & T. This is the 20th international circuit opened by Mackay Radio since Pearl Harbor.

ART MOSBY

KGVO • MISSOULA, MONT.

says . . . "SZATH-MYRI and his symphonic swing orchestra is tops in modern music. We sold 'SZATH-MYRI PRESENTS' instantly to a local bank and to our radio audience — so everyone is happy! With Lang-Worth stars and production scripts we never lack sales arguments for local accounts."

"Szath-Myri Presents" (½ hour weekly) has been sold, to date, by 162 Lang-Worth subscribers. It forms an integral part of Lang-Worth Planned Program Service.

LANG-WORTH, Inc.

420 MADISON AVENUE • • NEW YORK, N. Y.

KLRA Protests Little Rock Grant

Says Baylor U-Collins Plan Would Violate Freeze

PROTEST against the action of the FCC granting Baylor U. and Carr P. Collins a construction permit for a new 50,000-watt daytime station at Corpus Christi, Tex., on 1010 kc. was filed last week by KLRA, Little Rock, operating on the same frequency.

Claiming the grant violates the Commission's memorandum opinion of April 27, 1942 (freeze order) as well as numerous decisions interpreting this opinion, George O. Sutton, counsel for KLRA, contended further that undue interference would be caused the Little Rock operation by virtue of the indicated signal of the proposed new station.

Claim Interference

Attached to the protest, which sought a rehearing, was an affidavit of George C. Davis, consulting radio engineer, contending that the skywave which would be radiated by the proposed station would have an intensity of "nearly 500 kilowatts" in the maximum direction from Corpus Christi. The affidavit stated there is substantial possibility of daytime skywave interference levels exceeding the limits specified in the FCC's engineering standards.

KLRA requested the Commission to reconsider its action of July 13 granting the Baylor-Collins application, stay the issuance of a construction permit and designate the application for hearing. It was pointed out that on July 16, 1941, the Commission authorized KLRA to construct an entirely new plant to be operated on 1010 kc. with 5,000 watts night and 10,000 watts day, using a directional antenna. Last March construction was completed and the Commission authorized KLRA to operate on 1010 in accordance with its construction permit.

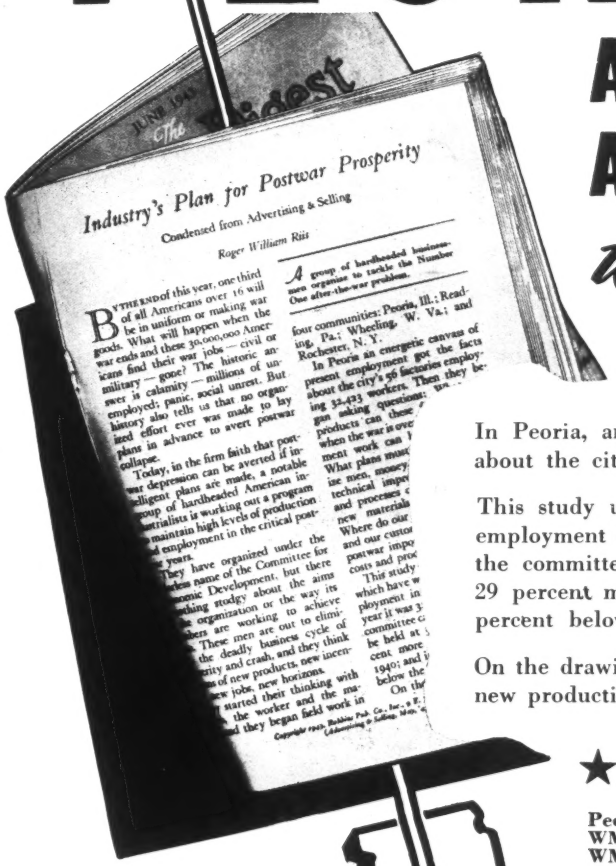
The petition contended that the operation of the proposed Corpus Christi station would deprive listeners "running into the thousands and perhaps hundreds of thousands" of the service they now receive. Many of these listeners, it was contended, are entirely dependent upon KLRA for daytime reception of CBS programs.

The only notice given KLRA of the grant to Baylor-Collins, the petition cited, was the public release of the grant. It was held this action is "invalid and contrary to Section 312 (b) of the Communications Act of 1934 and the recent decision of the Supreme Court of the United States interpreting this section."

ELAINE CARRINGTON, scriptwriter of *Pepper Young's Family*, P & G show on NBC, writes her 2,000th consecutive program for the series with the Sept. 10 broadcast. Program started under sponsorship of P & G Jan. 31, 1936.

WMBD DOMINATES PEORIAREA

A GOOD MARKET *now*
A BETTER MARKET
when the war is won



A group of hard-headed businessmen, working under the national Committee for Economic Development, reports as follows on Peoria:

In Peoria, an energetic canvass of present employment got the facts about the city's 56 factories employing 32,423 workers . . . . .

This study uncovered possibilities which have wide interest. Peoria employment in 1940 was 24,721; last year it was 32,423; after the war, the committee calculates carefully, it can be held at 31,830. That is 29 percent more than the "normal" of 1940; and it is less than two percent below the high wartime figure.

On the drawing boards and blueprints of Peoria factories are ideas for new production, in clear, sharp form.

★ ★ ★ ★ ★ ★

Peoriarea people — 614,104 total with 444,375 in our *primary* area depend on WMBD for fine entertainment, public service features, community cooperation. WMBD is close to their hearts — a powerful influence on their buying habits. (Recent Conlan survey shows 50.2% listenership *average* for WMBD — more than *twice* the average of the closest competitor — more than *all other stations* combined!)

War industries? Of course, but they'll be reconverted without "boom town slumps" Diversified manufacturing plus vast, rich agriculture makes certain of consistently better returns for your advertising. No "outside station" can do a job in Peoriarea!

Get into this steady, *good* market through one-medium coverage — WMBD.

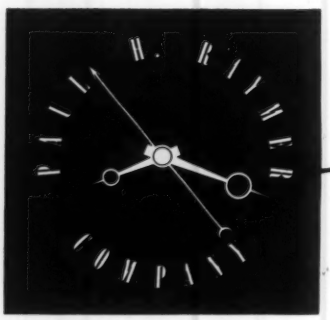
PEORIA BROADCASTING CO., PEORIA, ILLINOIS

FREE & PETERS, INC.
Exclusive National Representatives

WMBD is a MEMBER CBS

Know Your People and You Know Your Market!

Markets are made up of people — not statistics, graphs and charts. Research never quite catches up. Raymer gives you all the data, of course. But, more than that, Raymer stations know the right time and the right way to reach those people. With more than ten years of experience in markets all over the country the Raymer organization can be invaluable to you in planning your campaign.



PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES

NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO · LOS ANGELES

XUM

XUM

Editorial

Legislative Project

THE NAB is on even keel again. Another internal crisis has been surmounted, and Neville Miller remains as president for the duration of his contract which runs another year. What happens after that depends upon conditions and, we assume, the will of the industry.

The industry remains united. In these times that is of first importance. Differences over industry leadership are not at all peculiar to broadcasting. Most all industries have them. But the broadcasting industry has a peculiar facility for washing its linen in the public gaze. And it also has been plagued with considerable outside agitation which appears to have followed the "divide and rule" formula.

Despite this discord and persistent agitation, the industry has performed an outstanding job during these last 19 months of war. Nothing has been permitted to get in the way of the industry's service to the Nation in its hour of greatest trial. The domestic task, under private operation and voluntary censorship, has far outstripped the international radio job, which was handled under direct Government supervision as a psychological warfare weapon.

Thus the broadcasting industry, while alert to its wartime responsibilities, nevertheless can take time out for the preservation of a free American system. That's the big job for the NAB. It is essentially a legislative task. Congress will consider new legislation this fall in both houses. There is general realization, in both political parties, that the Communications Act of 1934 (the radio provisions of which date back to 1927) is inadequate and antiquated. The view is general, too, that both the FCC and the Supreme Court in interpreting the Act have gone far beyond the Congressional intent.

The course of the NAB is clear. Mr. Miller promptly should retain adequate counsel, acquainted with legislation, to aid him in formulating an industry plan and in assisting the Congress in drafting a law that will stand as a *National Policy for Radio*. This *Policy* and law should anticipate the tremendous impetus that will be given radio as a public service medium after the war. It should encompass the prospects of the vast new radio domains to be opened which will make for greater competition in service and therefore should entail less rigid regulation by the licensing authority.

Mr. Miller also should make the necessary readjustments in his organization to gear it for this legislative task. Ordinary peace-time functions can be tapered off. The NAB should be streamlined for this project.

There should be no recriminations about events of the immediate past. Personalities should be forgotten. The present NAB leadership has a full year ahead. Orderly processes should be followed. The job is bigger than that of any individual, or even the industry. It embraces the radio heritage of the American people. It is the industry's responsibility, along with that of Congress, to insure a virile, free, competitive American system of radio that will give the public the maximum benefits of this greatest of public service media.

The Blue Deal

TRANSFER of the Blue Network to ownership of Edward J. Noble, after a year-and-a-half of uncertainty and speculation, will be a welcome and refreshing relief for all identified with radio. The transaction, which awaits approval of the FCC as to the transfer of the licenses of the three Blue-owned outlets among the 159 stations on the network, ensures retention of the Blue's management, which has done an outstanding job since separation of the network from NBC. It means that the network will be operated as a separate, independent entity, not subservient to some other organization or industry.

Mr. Noble has a notable background in both Government and industry. A self-made man, he has amassed a fortune by dint of business acumen and a knowledge of people and promotion. He is essentially an advertising man. He built Life-Savers from scratch by resourceful and intelligent use of sales exploitation. In the nearly three years he has operated WMCA, which he will now sell consistent with FCC policy on multiple ownership, Mr. Noble has shown an awareness of the public service responsibility of radio.

Most heartening to industry and public alike should be Mr. Noble's forthright statements that he does not propose to disturb the present management and operation of the Blue and that the management, the affiliates and the public will be given the opportunity to participate in the ownership, as part of his long-range plan. Mark Woods, president, and Edgar Kobak, executive vice president, flanked by an able and spirited staff, have proved a winning combination. They have done a heads-up job—one that has won the plaudits of all in radio.

Mr. Noble's plan to have affiliated stations and the network management as partners in the venture also is foresighted and praiseworthy. It would eliminate any onus that might result from one-man ownership.

The projected new ownership of the Blue augurs for greater competition in network radio that is bound to enure to the benefit of the public and industry alike.

Harlem Moral

THREE MINUTES from the moment that New York's Mayor LaGuardia knew that he had a problem on his hands that terrible night of August 2, and long before the New York Police Forces could be mobilized, three powerful radio stations carried an authoritative voice to the people of Harlem, telling facts to stem the flow of rumor, giving advice to protect the innocent from harm.

The count of New York's dead and injured is now in, but no man will ever know how many casualties or how many injuries were prevented by the substantial services of the City's stations, which for 24-hours, in an emergency network, were completely at the disposal of public officials.

In the face of what broadcasting has done in Detroit, and now in New York, public officials who belittle the necessity of promptly supplying materials for the maintenance of home radio on an effective basis must realize they assume responsibility for far more than the material involved.

Our Respects To -

EDWARD JOHN NOBLE

NETWORK broadcasting has a new and dominant figure—Edward J. Noble, who has signed an agreement for the purchase of the BLUE Network Co., Inc., subject to customary approval.

Pending sale of the BLUE network a year-and-a-half after it was organized as a separate coast-to-coast organization brings to broadcasting on a national scale a man who has already made his mark in every field of activity connected with broadcasting.

The American System of Broadcasting, developed and operated without recourse to taxation for financial aid, has always stressed "public service". To Mr. Noble, whose background speaks more loudly than words, public service is not an idle phrase. His entire philosophy has been based on the firm conviction that what is good for the public is good for industry and business.

Not only in his business career, which is well known, but in his personal and civic life has Ed Noble followed the general idea of public service. First chairman of the Civil Aeronautics Authority, he is also an educational leader. Himself a graduate of Yale and holder of an honorary degree of Ll.D. from St. Lawrence U, Mr. Noble has taken leadership in general education and public welfare through the establishment of the Edward John Noble Foundation. Currently he is president of the board of trustees of St. Lawrence U. He is an Empire State native having been born at Gouveneur, Aug. 8, 1882.

While the public service and educational phases of broadcasting are of paramount importance to the contracted new owner of the BLUE Network, he is too good a business man not to realize that all of these benefits must be founded on a sound financial basis. To this phase of broadcasting he brings a background that includes: Under-Secretary of Commerce; member of industrial advisory committee of Federal Reserve Bank of New York; chairman of the board and director of Life Savers Corp., and extensive holdings in New York State real estate, Sterling Products and others.

His financial operating experience includes, in addition to his association with the Federal Reserve Bank of New York, a directorship of the Commercial National Bank & Trust Co. of New York. From 1917 to 1919, Mr. Noble served as a major in the Ordnance Department.

Of more interest to those in the broadcasting industry is his record in radio. A little less than three years ago, Mr. Noble, whose experience up to that time had been confined to the purchasing of radio time, became the

(*Continued on page 34*)

They know on which side their bread is buttered!

Justifiably proud, W-I-T-H has talked about the long list of national 'names' in radio merchandising attracted to this station in the short space of two years.

Equally weighty evidence of W-I-T-H's ability to capture and hold audiences in the Baltimore market is the experience of the largest bakery-radio-advertiser in this area.

Starting with a small contract in May, 1941, this firm has continually increased its radio commitments on W-I-T-H so that today the largest bakery radio advertiser here uses more time on W-I-T-H than on any other station.

Sales results have told them on which side their bread is buttered.

Some National Accounts Now On W-I-T-H

Atlantic Refining Co.
Foodex
Ward's Bread
American Chicle
Jests
Medrex
Dr. Pierce
Seaboard Finance
Mercurex
Resinol
Stanback
Sunway Vitamins
Royal Crown Cola
Rem
Pepsi Cola
True Story
Supersuds
Bond Bread
Gold Medal Capsules

THE PEOPLE'S VOICE IN BALTIMORE

On the air 24 hours a day—seven days a week

WITH

Represented Nationally by Headley-Reed

Tom Tinsley, *President*

XUM

WAY back in 1922, WMAQ—a 100-watt radio station—broadcast its first program to the eager radio fans of Chicago. It was a little program from a little station, but it was the beginning of great things.

WMAQ, from the very start, pledged itself to the task of bringing to its listeners the best schedule of programs that it would be possible to prepare.

All through the years, there has been no deviation from that purpose, and today, WMAQ brings to the people in its listening area every day in the week, every week in the year, a greater number of the most popular programs on the air than all other Chicago stations combined.

That is the secret of WMAQ's power to command the attention of and influence a vast radio audience—and that is the reason why astute advertisers who wish to reach the greatest number of people in the nation's second largest market place their campaigns on

WMAQ

The Chicago Station Most People Listen to Most!

50,000 Watts • 670 Kc.

Represented Nationally by the NBC Spot Offices

NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

Our Respects to

(*Continued from page 32*)

owner of WMCA in New York, one of the nation's leading non-network stations. Since that time the record of this station in the field of public service has been outstanding. On the basis of programming, and the general philosophy behind the program structure, WMCA has been awarded numerous citations by civic organizations, trade publications, and by votes and radio editors and the public at large.

This record as operator of a single station in the nation's largest market attests to the wisdom behind Mr. Noble's operational theory that real service to the public will pay dividends to those offering that service—and that the service in turn will pay dividends in education and enjoyment to those receiving it.

He is satisfied with the aims and ideas of the present operative management of the BLUE—and intends to retain that management and personnel without change—planning only to do all possible to see that present public service programming is augmented. In this connection, Mr. Noble said, "I regard my affiliation with the BLUE as a responsibility to the people in the same way that an elected public official sees his responsibility is carried out to the full in every phase of our operation—public service, war services, news information and entertainment."

Further it is his belief that broadcasting on a public service basis should belong to the very public that it serves. Soon after the announcement of the BLUE sales agreement, Mr. Noble said it is his hope eventually that ownership of the BLUE can be as widely spread among the public and the affiliated stations and management serving them as is consistent with good management.

However eventual ownership is divided, Mr. Noble emphasized, management must be retained that as presently, keys its programs and policies to the interest of the public at large.

"Serving the public interest, convenience and necessity," he said, "is not just a phrase. In all business as we understand it in America, and particularly in broadcasting, this is an obligation and a duty. It is to the prosecution of this war effort that all business must dedicate itself for the ensuing months. Radio realizes this and will fulfill the obligations."

Investment in, and operation of, a broadcasting network is a long-time operation, in the opinion of Mr. Noble, and of necessity demands long-time planning.

"While it is too soon to consider concrete plans," he said, "the management of the BLUE is already considering broad general policies. With these I am in complete accord. When peace is achieved it will be the duties of newspapers, radio, magazines, public forums and all other media of conveying thoughts and influencing action to see to it that we do not lose in peace what we struggled to achieve in war. Mere financial success will not be the criterion by which any organization is judged."

Mr. Noble is married, the father of two daughters, and resides at Round Hill Road, Greenwich, Conn. He is a member of the following organizations and clubs: Beta Theta Pi, Round Hill, Field, Beach, Greenwich (Conn.) Riding, Chevy Chase (Md.), Cloud, Yale (N.Y.), Boca Raton (Boca Raton, Fla.), and Thousand Islands Club (Alexandria Bay, N. Y.).

Clipp in Top Post

ROGER W. CLIPP, vice-president and general manager of WFIL, Philadelphia, was promoted to executive vice-president of the broadcasting company. He will exercise full executive powers as president of the station during the leave of absence of Samuel R. Rosenbaum on military service. Mr. Rosenbaum, president of WFIL, was commissioned a lieutenant colonel in the AMGOT. In addition to his duties as president of the station, Mr. Clipp will continue as general manager, a post he has held five years. He had been made general manager of the station three years after joining the staff as business manager.

Mr. Clipp

Van Heusen Locals

PHILLIPS-JONES Corp., New York, is distributing a series of 40-second recorded commercials to local dealers throughout the country for use in time purchases in behalf of Van Heusen shirts. Discs consist of brief playlets, dialogues and songs. Dealers include department stores, men's stores and other outlets for men's goods. Last year, approximately 200 stores bought time for the firm's recorded announcements. No figures are available on the number using this year's discs. Distribution started a month ago. Agency is Grey Adv., New York.

THE BRIGHT SPOT
of Eastern New York

SCHENECTADY
WTRY
The Buying Triangle
TROY
ALBANY

Only BLUE Network
Station Covering this Area

Personal NOTES

M. F. ALLISON, WLW Cincinnati, promotion manager, has been elected president of the Cincinnati Advertisers Club, succeeding Carl H. Ford, who has resigned to enter the Naval Reserves.

HARRY W. ENGELBERG has joined the sales staff of KGO San Francisco.

KENNETH D. FRY, who has headed the Alaska office of the OWI for the overseas branch since February, has been appointed assistant director of operations of the Pacific OWI Bureau in San Francisco.

AL BAMFORD, acting manager of KROW Oakland, Cal., is the father of a boy.

SHELTON EARP has been made assistant manager of KROY Sacramento, Cal. He succeeds A. E. Lundy who resigned to join Ewing C. Kelly Adv., Sacramento.

E. C. EDWARDS, Cleveland representative of Universal Microphone Co., currently is in Inglewood, Cal., for home office conferences.

PAUL WEEKS, new to radio, has joined Handley-Reed Co., Chicago, station representatives, as salesman. Weeks was formerly in the public relations department of the Public Service Co. of Northern Illinois.

CAPT. HARRY BURKE, assistant general manager, and Lt. Al Larson, office manager of WOW Omaha, are active in the Nabraska CAP Army Air Cadet recruiting campaign.

JACK STEWART, commercial program director of Don Lee Broadcasting System, Hollywood, has resigned to join William Morris Agency, Beverly Hills, Cal., national talent service. His network duties are being assumed by Sidney W. Fuller, former manager of KGB San Diego.

JAMES T. CHATTERTON, former district manager, Washington D. C. office, of the Mackay Radio & Telegraph Co., an affiliate of IT&T, has been named to succeed E. H. Price as commercial manager, with headquarters in New York. Mr. Price has been appointed manager of the marine division of the Mackay organization, filling the vacancy reesulting from the recent death of Walter V. Russ.

BOYD RIPPEY, account executive and former advertising manager of KFRC San Francisco, has been inducted into the Army.

New Staff Appointments As WTAL Overhauls

TERESA M. MYERS has been appointed new station manager of WTAL Tallahassee, Fla., recently transferred from the Florida Capitol Broadcasters Inc. to Capital City Broadcasting Corp. with Maj. John S. Phipps, Army Air Forces, as sole stockholder in the new corporation [BROADCASTING, Aug. 2].

Eleanor K. Phipps, wife of Maj. Phipps, is president of the new corporation. Lester Cross has been appointed secretary and George Lewis Henderson, vice-president of the Lewis State Bank, is treasurer.

Mrs. Myers, former vice-president of the station and experienced Florida newspaper woman, has made the following new appointments to her staff: Alton S. Brock, chief announcer; Clarice Parker, traffic manager and music director; Mildred Johansen, program director and announcer.

Claude Bell Green Jr., junior engineer with WTAL 1938 and 1939, is chief engineer; Phillip A. McMasiers, consultant engineer. Donald B. Jones continues in the control room as junior announcer.

Formal opening of the station is expected in the fall as soon as general repairs and redecorations are completed.

KALB Change

E. R. CAPPELLINI, formerly news editor and commercial manager, has been named manager of KALB, Alexandria, La. A naturalized citizen, born in Chile, Mr. Cappellini gained a reputation in Central Louisiana as an outstanding newsman. He speaks Spanish, Portugese, Italian and French. He joined KALB in 1939, following his naturalization in 1937.

GERALD PATTERSON has resigned as assistant treasurer of the Iowa Broadcasting Co. to join the Service Optical Co., Des Moines. He will be replaced by Karl Haase, of the Register & Tribune Co.

Earl Minderman Named FCC Information Head

EARL MINDERMAN last week was appointed director of information for the FCC. He was formerly in charge of the Division of Research & Information of the Bureau of Motion Pictures, Office of War Information. Previously he was national director of the War Projects Administration and state information director of the WPA in Ohio. Before entering public service, he was on the editorial staff of the *Columbus Citizen* and the *Toledo News-Bee*.

Plaque Awarded GE

NORMAN D. WATERS, president of American Television Society, presented the ATS plaque awarded to General Electric Co. for "the greatest contribution to television program development of the year" to Robert B. Stone, program director of WRGB, G-E television station in Schenectady, last Friday evening. Presentation was televised by WRGB.

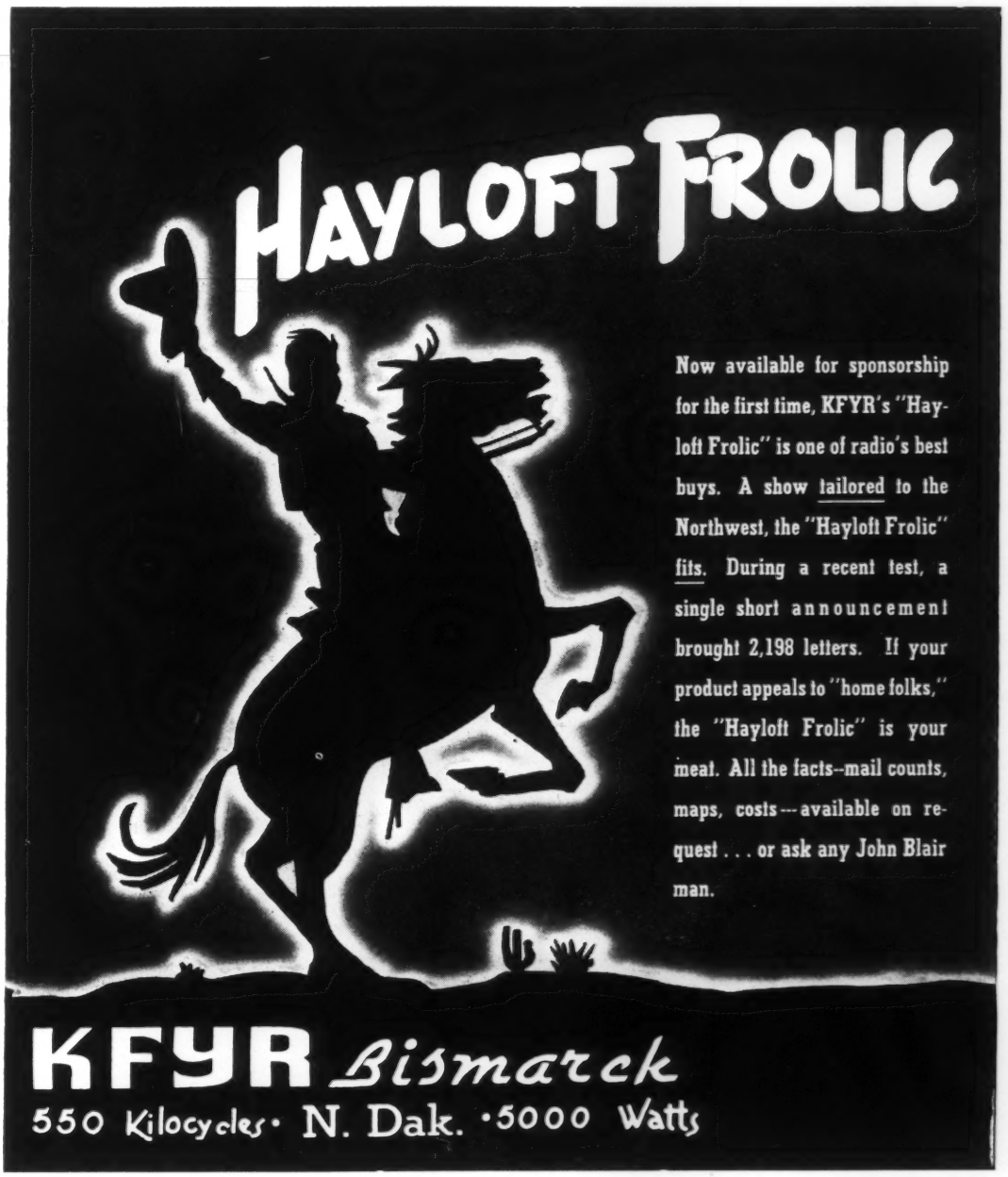
AP

WSNY, Schenectady, N.Y.

. . . our entire news staff joins me in congratulating you on the splendid job you are doing.

George R. Nelson, General Manager

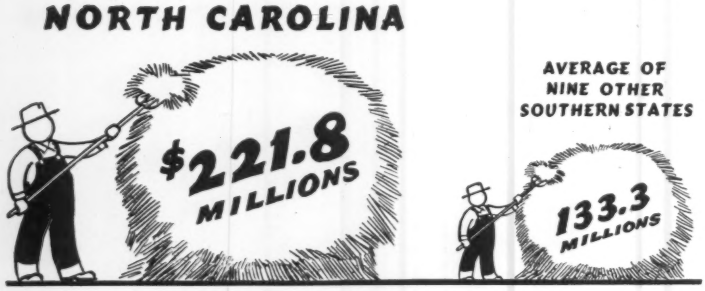
available through PRESS ASSOCIATION, INC.
30 Rockefeller Plaza
New York, N.Y.


HAYLOFT FROLIC
Now available for sponsorship for the first time, KFYR's "Hayloft Frolic" is one of radio's best buys. A show tailored to the Northwest, the "Hayloft Frolic" fits. During a recent test, a single short announcement brought 2,198 letters. If your product appeals to "home folks," the "Hayloft Frolic" is your meat. All the facts--mail counts, maps, costs---available on request . . . or ask any John Blair man.
KFYR Bismarck
550 Kilocycles · N. Dak. · 5000 Watts

NORTH CAROLINA is the SOUTH'S No. 1 AGRICULTURAL STATE

CASH INCOME and GOV'T PAYMENTS

Source: Department of Agriculture, 1940



WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC — 680 K.C.

FREE & PETERS, INC. National Representatives

BEHIND the MIKE

CARL UNLARIK, formerly on the OWI public relations staff, has joined the newsroom of WOW Omaha. Bill Wiseman, WOW promotion manager, was one of a group of radio and newsmen invited by the OWI to make an inspection tour of the Granada Japanese Relocation center near Lamar, Col.

TOM DAILEY, WOW Omaha, sports announcer, is the father of a boy.

BOB DAMBACH, formerly of WEBR Buffalo, has joined the announcing staff of WJTN Jamestown, N. Y., replacing George Pfleeger, who has entered the armed forces.

EARL SUCCO has joined KGHI Little Rock, Ark.

LEONA GJERTSON has joined the continuity department of KATE Albert Lea, Minn.

HAL TATE, Chicago editor of *Box Office* magazine, has been inducted into the Navy and reports for training Aug. 2.

JACK SLATTERY has been appointed chief announcer of KNX Hollywood.

AL BATHIS, former technician-announcer of WOC Davenport, Ia., has joined KFRE Fresno, Cal., replacing Ted Souza, now with the Coast Guard.

GENE HULOTTE, of KNX Hollywood, transcription department, has reported for active duty with Army Air Corps Reserve.

ERNEST CHARLES, of Hollywood CBS transcription department, has been shifted to the network's production staff as contact producer.

ED SOUDER, former announcer of WJHP Jacksonville, Fla., has joined KFRE Fresno, Cal.

SUB-LT. GORDON BURWASH, radio liaison officer in the Royal Canadian Navy, has returned from a material gathering trip with Canadian Navy convoy ships, data to be used on the Canadian Broadcasting Corp. Friday evening *Comrades in Arms* program.

A. R. KEMP, Canadian Broadcasting Corp. farm broadcaster at Toronto, has moved to Halifax to handle farm broadcasts there.

BILL SHEEHAN, WMAS Springfield, Mass., announcer, has joined the armed forces. He is replaced by Cal Kolby. Milton Hale, sales representative and Hollywood commentator at WMAS has also joined the armed forces.

ALAN GANS has joined the announcing staff of WCAO Baltimore. He was previously on the announcing staff of the Buffalo Broadcasting Corp.

CARLTON ALSOP, former producer of *Abie's Irish Rose* on NBC stations, has been given a similar assignment on the CBS *Judy Canova Show*. He succeeds Diana Bourbon, resigned.

LUCIEN DAVIS, producer of CBS Hollywood, has joined the Coast Guard.

NAT HIKEN, writer on the weekly CBS *Texaco Star Theatre*, will shift to NBC *Jack Benny Show* on a loan basis in the fall, subject to Allen's return to the air.

MARVIN BEST, announcer of KHJ Hollywood, is father of a boy.

JOHNNY RAPP, Hollywood writer on the weekly NBC *Time to Smile*, has been inducted into the Army. Bert Gordon (Mad Russian) has been resigned for next season.

WKAQ Changes

JOHN A. ZEBRE, vice-president and general manager of WKAQ San Juan, Puerto Rico, has been made executive vice-president of the Porto Rico Telephone Co. His place with the Radio Corp. of Porto Rico, owner of WKAQ, has been taken by Edward J. Powell, formerly of the telephone company.

SAM LAWDER and Marian Wise, program department of WINX Washington, have taken over the activities of Howard Stanley, former director of promotion and publicity. Stanley has joined WTOP Washington as promotion manager and CBS publicity director in Washington.

DAN BOWERS, announcer from KOMA Oklahoma City, has joined KHJ Hollywood.

JOE GIRAND, formerly of WPAT Paterson, N. J., has joined the announcing staff of WBIG Greensboro, N. C.

ANDRE BRUMMER, staff announcer and producer of classical music programs, of WLIB Brooklyn, has reported for army service. John F. Groomer, formerly of KICA Clovis, N. M., joins the announcing staff. The station's production director, Roger Wayne, is taking a month's leave of absence to undergo an operation.

JOHN MITCHELL, formerly with Guthrie McClintoc, theatrical producer, has joined the BLUE's night program department.

MARTIN CELAY, arranger for NBC, and Helen Ullery, receptionist of WOV New York, were married Aug. 1.

CARL NELSON, announcer at WTMJ-W55M Milwaukee, Wisc., has joined the Army Air Corp. Bob Shannon has joined the announcing staff, coming from WTAQ Green Bay, Wisc.

REX MILLER, former correspondent in China and Japan, has begun a series of news commentaries on KFRC San Francisco, and the Don Lee Network.

ALLEN BELL has joined the announcing staff of WHO Des Moines. He was formerly with WTAD Quincy, Ill.

BOB HOPE has resigned from the announcing staff of WOR New York to return to WSFA Montgomery, Ala., as announcer.

HOWARD LANGFITT, recently returned from the South Pacific having received a medical discharge from the Army Air Force, has been named farm director of KSO-KRNT Des Moines, replacing Ensign Hal Hansen, now stationed in Florida.

THERE'S NOT ANOTHER LIKE IT!

WEAF WATTS 50,000

DIRECT ROUTE TO AMERICA'S No. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by: WEED & COMPANY

New York, Boston, Chicago, Detroit, San Francisco and Hollywood

FLEURETTE WILL EAT well, it seems, for the champion bond selling pig, owned by Earl Godwin, commentator of *Watch the World Go By* for Ford on the BLUE daily, was recently given 75 pounds of fresh green beans. Beans were from the Prairie-Farmer Victory Garden of WLS Chicago. Mr. Godwin (r) accepted them from Ted Morse, *National Barn Dance* entertainer and supervisor of the garden (l) and Harry Templeton (c), WLS war program director, during a recent visit to Chicago.

HAL O'HALLORAN, former announcer of WLS Chicago, has returned to the station from WLW Cincinnati.

DON GORDON, announcer of NBC Chicago, has resigned to freelance in New York.

HUGH WEBB, program director of WHO Opelika, Ala., has been named president of the newly formed Exchange Club of Opelika-Auburn. Benjamin Franklin Parsons, new to radio, has joined the announcing staff.

ELLSWORTH GOSLING, staff announcer of WLVA Lynchburg, Va., has resigned to join WIP Philadelphia. Hilda Wagers has been transferred from the music library to the continuity department. Gale Pearson, announcer, has been named music librarian. Charles Ledingham, newcomer to radio, has been added to the announcing staff.

GINO GIOVANETTI, released from the Army as over-age, has resumed duties as announcer, translator and commentator of WJBK Detroit.

RICHARD STARK, announcer of network programs, will serve as announcer on P & G's *Abie's Irish Rose* on NBC, and as m.c. of the Noxzema Chemical Co.'s *Battle of the Boroughs* on Mutual, when those shows return to the air at the end of the summer.

RAMSEY YELVINGTON, head of the continuity department of KTSA San Antonio, is the father of a girl.

CHNS

THE KEY STATION OF THE MARITIMES

Is as much a part of Halifax as the Citadel Hill.

Located as it is in the Capital City, it commands the largest near at hand audience in the Maritimes.

Ask JOE WEED
350 Madison Ave.
New York

Stephen Floyd George

STEPHEN FLOYD GEORGE Jr., 13, San Francisco radio actor who portrayed Roy Manners on the weekly NBC *Hawthorne House*, smothered to death July 30 when a backyard cave collapsed on him. The boy was trapped while crouching in a lateral he was digging from the main cave in the backyard of an apartment building.

Heads New Post

MORGAN RYAN, radio producer and director, joins Sherman & Marquette, New York, as radio director of the agency, effective Aug. 9. The post is a new one. Mr. Ryan has been active in radio at Pedlar & Ryan, New York, and previously H. M. Kiesewetter Adv., New York.

DOUG ROMINE has been named program manager of KTSA San Antonio, and Charles Lutz has been assigned to publicity and promotion.

DAVE CHAPMAN, news editor and director of special events on KOMA Oklahoma City, left last week for San Diego to enter the Navy.

MEL BALDWIN has joined the announcing staff of KGW-KEX Portland, Ore. He was formerly with KWJJ Portland.

BOB THOMAS, labor news reporter of KGW-KEX Portland, Ore., is the father of a girl.

FRED MOORE, newscaster, has left WOWO-WGL Fort Wayne, Ind., for WTAM Cleveland. Bill Stewart will replace him.

DOUGLAS WRIGHT, WJLB Detroit, has been appointed continuity director. He will also continue announcing.

WALTER TYRRELL, former announcer at WINX Washington, has been appointed chief announcer and daytime news editor.

FORREST OWEN Jr., production manager of WTOL Toledo, has resigned to join Allan H. Miller Productions.

LESLIE WILLIAMS has resigned his position as production director of WBML Macon, Ga., to join WNOX Knoxville.

MILLI SCANLON of the WHK-WCLE Cleveland, continuity department, was married recently.

ROY GROVE, WLVA Lynchburg, Va., has joined the announcing staff of WIP Philadelphia.

FRED REINHARDT, program director of WJPF Herrin, Ill., has been appointed radio director for the Illinois War Council's Southern Illinois region.

KENNETH E. YEEND, after nine years with KWSC Pullman, Wash., leaves to become director of education and the farm programs of KIRO Seattle.

THOMAS SCHEER, traffic manager at WHO Des Moines, joins the armed service this month and is replaced by Bob Johnston, WHO promotion and publicity.

MRS. JOSEPHINE WETZLER, former director of women's activities at the former WJWC Chicago, and at WMBA Peoria, is now a member of the continuity department of WLS Chicago.

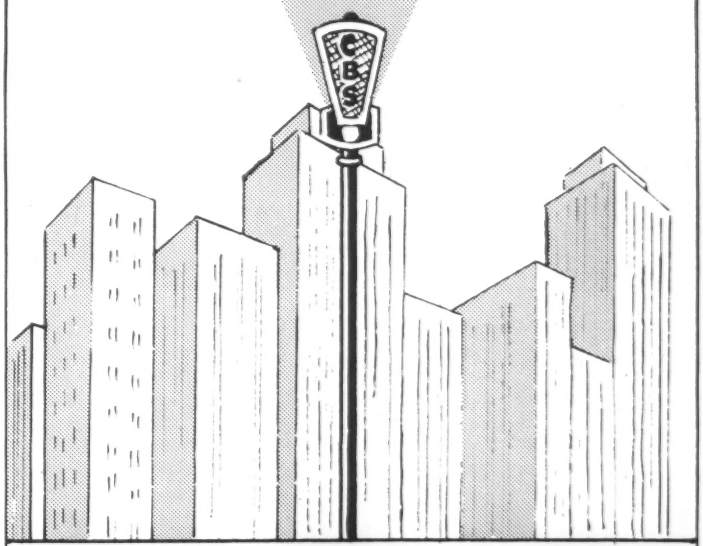
VIRGINIA HENKE, of the news staff at WMAL Washington, was recently married to Dr. Peter Oesper, professor of chemistry at U. of Maryland.

JAMES GIBBONS, announcer at WMAL Washington, is father of a girl.

KRLD

FIRST
in Texas
WITH CBS
SERVICE

50,000
WATTS



KRLD

THE TIMES HERALD STATION, DALLAS

50 K. W. — *The Branham Company* EXCLUSIVE REPRESENTATIVES — 1080 K. C.

Purely PROGRAMS

IMMEDIATELY following its new "aggressive" policy calling for new and better programs [BROADCASTING, Aug. 2], Mutual has announced five new sustaining shows, including:

The Black Castle, a ghost story series; *Dreamin' in Dixie*, a musical show; and *Let Your Hair Down*, which invites listeners to air their "pet peeve" or frustrated wish in a half-hour night-time program. The latter series started Aug. 5 with a "confession" by one who attends broadcasts of quiz programs but never gets to be a contestant; and by a concert singer who wants to "swing." Tom Slater, m. c., handles the program.

Dreamin' In Dixie, half-hour series, is laid out along the lines of a Southern fiesta, combining performances by a whistler, and a baritone, with the reading of poems against a background of orchestral music. Unusual feature of *The Black Castle* is that all parts of the quarter-hour program are handled by one actor.

Three Monday-through-Friday daytime series have been added to the network's schedule. Maxine Keith, woman's commentator, is featured in a quarter-hour afternoon program on glamor, titled *Sophisticated Lady*.

Another afternoon show, *Quiz Wizard* invites listeners to test their knowledge on general information questions. While listeners are figuring out the answers between questions, the program presents brief musical interludes. *Happy Joe and Ralph*, a half-hour morning show, features two "zany" comedians.

It Takes Three To Do It!

● Back in the early 1900's it took all of them—Tinker, Evers, Chance—to show what a combination of the *"Top Three"* could do. Today, in Ohio, it takes Youngstown, together with Cleveland and Cincinnati, to give radio timebuyers the state's *"Top Three"* Market Areas. For, today, *Youngstown is Ohio's Third Market.**

WKBN is the only Youngstown station that completely covers this important Steel Market!

Columbia's powerful 5000 watt outlet in Youngstown is the favorite station to 491,974 people in the Metropolitan Area. It commands a wide listening audience . . . a powerful influence-power . . . among 1,599,819 people in Northeastern Ohio and Northwestern Pennsylvania.

For sales and influence now . . . and in important post-war years . . . when you buy Ohio's Third Market . . . buy WKBN.

CBS
5000 WATTS 570 KC
WKBN
YOUNGSTOWN, OHIO

**U. S. Dept. of Commerce*

Represented by: PAUL H. RAYMER CO.

Service Series

IN A SERIES of four special public service broadcasts which began Aug. 5, NBC is dramatizing America's armed forces on the seas. *The Battle of the Atlantic* was subject of the first program, and will be featured in the second, Aug. 12, showing how the Army Air Forces and the Civilian Air Patrol gained dominance over the enemy submarines in America waters. The history of the Naval Air Service, which celebrates its 30th anniversary Aug. 30, will be dramatized in subsequent broadcasts.

* * *

New Navy Show

NEWEST SHOW aired from the U. S. Naval Training Station, Sampson, N. Y., is *Mission Accomplished*. The program is presented each Monday 6:15-6:45 p.m., over WHAN Rochester, and is the fourth weekly program from the naval station. Featuring dramatization of heroic episodes in the lives of navy men, the new program is produced with bluejacket talent.

* * *

Tyndall Field Show

NEW SERIES of radio programs, *The Tyndall Field Radio Playhouse*, will take to the air in the near future, presenting dramatic plays in a half-hour weekly program over WDLP Panama City, Fla. Sgt. Steve Libby, radio director for the public relations office has announced that the dramatic plays of many favorite network programs have been cleared for broadcast by the local group.

* * *

Starts 'Em Young

CHILDREN wrote, produced, and acted in *Juvenile Review*, half-hour variety series broadcast weekly on KBWD, Brownwood, Tex. Presented on the stage of a local USO before a soldier audience, the program drew a heavy mail. Most of scriptwriting was by a 13-year-old boy, under supervision of Gene Thomas, KBWD producer.

* * *

Tic Tac Toe

WINN Louisville, announces a new program called *Tic Tac Toe*, a fifteen minute show featuring Frances Ferguson. Miss Ferguson collects background information on invasion points and battle areas, and supplements this with excerpts from letters received by families of boys in the service.

* * *

Her Day

DEDICATED to "Mom", *That's Life I Guess*, heard on WTAG, Worcester, Mass., thrice-weekly, presents live musical numbers featuring a six-piece orchestra and interspersed with odd facts from everywhere by m.c. Bob Dixon. The show was arranged by Dol Brissette.

* * *

Well, Do You?

COMMON ERRORS of speech are highlighted in *Do You Speak English*, on WINS, New York. Deviations from the English language are presented by an announcer as they are heard in subways, busses and restaurants. A woman narrator offers corrections.

Voting Advice

HOW TO VOTE is being taught citizens by radio at KYW, Philadelphia, in a new series of educational broadcasts titled *You and Your Vote*. The programs will be presented weekly until the primary elections through cooperation of leading educators and political scientists of the Philadelphia area. Broadcasts are to create interest in the elections and acquaint voters with the duties, qualifications and history of the various offices. Programs are non-partisan and non-political. Each week one local government office is discussed by a leading educator who explains the necessary requirements for filling the office successfully.

* * *

Club Series

NIGHT CLUB SERIES are reviewed on a six-weekly nighttime program heard on WBYN, Brooklyn. Suggestions for an evening's entertainment are included in the series, which bears the title *In Old New York*.

* * *

Youth Hopes

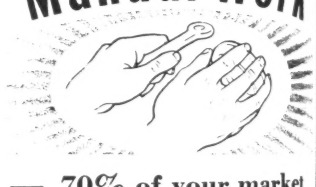
TEEN-AGE CANADIANS discuss their hopes for Canada's future in a new Sunday afternoon Canadian Broadcasting Corp. network feature *Youth Speaks Out*. Program is being aired from Winnipeg during August.

* * *

Time Saver

TIME-SAVING advice on how to run a household is presented by Jack Creamer on *The Handy Man*, five-times weekly quarter-hour program heard on WOR New York. Musical interludes are sandwiched in between household hints.

Hands That Do Manual Work



— 70% of your market —100% of WDZ's audience (practically)

They RESPOND

—in writing

—in spending

QUICKLY—GENEROUSLY

when your message comes to them on the beam of WDZ's "Directional Programming". Reason?—for 22 years we've aimed our programming EXCLUSIVELY at the great 70% mass *who work with their hands.*

Result?—an ideal "test and control" medium for *your* merchandising "package" intended for release on a mass market basis. Eye-opening examples gladly supplied . . . write—

WDZ 1000 WATTS TUSCOLA, ILLINOIS

HOWARD H. WILSON CO., Representatives
New York, Chicago, Hollywood, Seattle

LaRoche Warns That Politics Must Not Distract From War

Chairman of War Ad Council Resigns Y & R Post For Fulltime Service for the Duration

CHESTER J. LaROCHE, chairman of the War Advertising Council, announced last week that he had resigned as chairman of the board of Young & Rubicam, New York, in order to devote full time to work of the WAC. His Y & R job will be taken over by Raymond Rubicam, chairman of the executive committee.

Mr. LaRoche

Mr. Rubicam had been chairman of the board of Y & R until 1942, when he resigned to serve as special assistant to Paul V. McNutt, chairman of the War Manpower Commission. At that time, Mr. LaRoche, then Y & R president, became chairman of the board.

Warns on Politics

In a statement last week, Mr. LaRoche declared that his present concern "is solely with the war and with the use of our extraordinary information machinery to help win it." Declaring that business and government are united on an advertising policy, as set forth in the WAC broadcast July 14 on NBC, Mr. LaRoche warned business men that they should not permit the coming political campaign to interfere with continuance of advertising devoted to the prosecution of the war. He said that he hoped business would not, through lack of judgment, withdraw support of its war advertising contributions "because of real or fancied political attacks."

"In the months ahead," he said, "advertising will be called on to render far greater service even than ever in the past, for there will be new campaigns that can go a long way in shortening the war.

"These campaigns have nothing to do with politics. They weren't developed by or for Democrats, Republicans, New Dealers or Communists. They were developed by business leaders and the WAC working with OWI."

If business lets the political campaign interfere with war work, he said, "business will be the biggest loser, for its problems multiply every day that war continues. New controls and new postwar problems are born."

"I consider it an honor," Mr. LaRoche explained, "to have a part in this program to help WAC and OWI steer this project through the War and into the peace and readjustment to follow. It seems to me a duty which I must fulfill."

Mr. LaRoche, one of the founders of WAC, has been active in it since its inception shortly after Pearl Harbor. In February of this year, he took a leave of absence from Y & R to fill the post as operating head left vacant when Miller McClintock became president of Mutual.

Recently, Mr. LaRoche has led the Council in its campaign to raise $500,000,000 worth of advertising for war purposes, under the slogan "A War Message In Every Ad". In resigning from the Y & R board chairmanship he made clear that his single intention was to continue war work.

Mr. LaRoche first contacted Y & R as a space salesman for *Colliers* during the 1920's. Well known to both partners, Mr. LaRoche became a contact man with the agency when Y & R moved its main offices to New York in 1926. He later became executive vice-president, and in 1932 took over for Raymond Rubicam while the agency head was on vacation. Two years later he became president, and in 1942 again took over for Mr. Rubicam, this time as chairman of the board, when the later went to Washington.

For his leadership in bringing together the various elements of the advertising industry through WAC and for his achievements at Y & R he received the 1943 *Advertising & Selling* gold medal.

CAB's FDR Rating

IN HIS July 28 broadcast on the four major networks, President Roosevelt attained a rating of 75% as measured by the Cooperative Analysis of Broadcasting. This is among the higher CAB ratings for Presidential broadcasts, overshooting his "Greer Incident" speech in the fall of 1941, recorded at 72.5. Top Presidential CAB rating is 83.0. C. E. Hooper Inc. rated the July 28 broadcast at 55.9 [BROADCASTING, Aug. 2].

When You Use Time on KSD Your Sales Messages Reach Millions—BECAUSE

KSD and NBC

IN ST. LOUIS

Offer Listeners The Stars of the Hour —the Great Names in

RADIO
STAGE
SCREEN
WORLD AFFAIRS
SPORT
EDUCATION
RELIGION
COMMENT

Morning, Noon and Night it's KSD

A DISTINGUISHED BROADCASTING STATION

RADIO STATION KSD
Owned and Operated by the St. Louis Post-Dispatch
National Representative
FREE and PETERS, Inc.

The End of the Rainbow

Let WAIR guide you to that evasive pot of gold. Winston-Salem workers are well paid, sure of their jobs, easy to sell when you use the right medium. In this great market, the right medium is—

WAIR

Winston-Salem, North Carolina

WKBW
10,000 WATTS
1520 K.C.
Buffalo's Most Powerful Transmitter Plant
COLUMBIA
BUFFALO BROADCASTING CORPORATION

BBDO Agency Starts Television Hour On WRGB; Big Sponsors Participate

INDICATIVE of the growing interest in television on the part of advertisers and advertising agencies was the announcement issued last week by BBDO, New York, that they have taken a one-hour Friday evening period on WRGB, General Electric television station in Schenectady, to be divided between three of the agency's clients: B. F. Goodrich Co., Lever Bros., and Hamilton Watch Co.

The BBDO announcement follows closely the report that N. W. Ayer & Son, Philadelphia, has engaged Richard Hubbell, until recently television consultant for *Fortune*, as a member of its radio staff [BROADCASTING, Aug. 2].

First of the BBDO commercial telecasts was presented Aug. 6, and they will continue regularly, with the schedule tentatively set at once a month. Telecasts are under the general supervision of the BBDO television board, headed by Fred Manchee, vice-president, in cooperation with the BBDO radio copy group.

John L. Collyer, president of B. F. Goodrich Co., gave a brief talk on the opening sight-and-sound program for that company, a half-hour telecast chiefly devoted to a demonstration of the company's products. Script was prepared by John Southwell, head of the agency's radio copy department, Garth Montgomery and Marge Fowler.

A 25-minute comedy written by Gene Kuhn and featuring Jo Lyons, both members of the BBDO radio copy staff, was sponsored by Lever Bros. for Vimms, with a dramatized commercial included. Hamilton Watch Co. appropriately took over the time break, produced through a slide.

WRGB recently carried an interesting commercial for Royal Crown Cola, making its first use of the station's facilities. Program for the evening (July 16) was a *Hoe Down Night*, with western music and dancing. Tying in, Royal Crown used a cowboy and cowgirl to promote the beverage. Gene Kuhn, of BBDO, writer and narrator, described what happened when cowboy Duke Marston, a G-E employe, tried to serenade lady-love Josephine Lyons, BBDO. Duke's voice was husky and off key until he took a drink of Royal Crown.

NEW record and transcription library at Tyndell Field, Fla., has received a gift of discs containing 48 musical selections from the Keystone Broadcasting System.

Cottington Is Appointed Erwin, Wasey Radio Head

CHARLES HALSTEAD COTTINGTON, radio director of McCann - Erickson, New York, will become radio director of Erwin, Wasey & Co., New York, Aug. 16, replacing Edward J. Fitzgerald, now with Donahue & Coe. Before joining McCann-Erickson, Mr. Cottington was a vice-president of N. W. Ayer & Sons.

Mr. Cottington

He joined the agency as art buyer in 1925, but in 1931 went into radio, handling production on a number of the agency's popular and classical star programs. He was also active on the Atlantic Refining Co.'s broadcasts of college football games.

Post-War Job Registry

A CLEARING HOUSE for post-war job opportunities for servicemen formerly in the radio and motion picture industries has been set up by the Positions Securing Bureau, New York. Plan is to establish a post-war employment registry of the available manpower in these fields so the men may find speedy employment immediately following demobilization. The new service, covering the New York area only, is operating under the direction of Frank McGrann, head of the bureau's radio and film division. Through service magazines, newspapers, tradepapers, and with the cooperation of commentators, the service will be presented to men in the armed forces. Advertising agencies, stations and other radio industry groups will be invited to file employment needs with the registry.

Miles Spot

MILES LABS., Elkhart, Ind. (One-a-Day vitamins) on Aug. 7 started one-hour participation on the new two-hour weekly evening variety show, *Hoosier Jubilee Barn Dance*, on WJOB, Hammond, Ind. Programs are presented in the Masonic Theatre, Hammond, and talent includes former radio actors now employed in war plants. Contract, which is for 13 weeks, was placed by Wade Adv. Agency, Chicago.

for the MOHAWK RADIO & FURNITURE MART

The Mohawk Radio & Furniture Mart is an outstandingly successful Cincinnati Company . . . has had a 15-minute once-weekly program on WSAI for 7 consecutive years . . . has renewed its contract yearly.

Result? Increased business necessitating expansion of the Company's store to *4 times original size* . . . A sample of WSAI's EXTRA POWER to Lift Sales in Greater Cincinnati!

5000 WATTS DAY AND NIGHT
WSAI
Basic Blue Network Sta.
Nat'l Reps.
SPOT SALES, INC.
New York, Chicago, San Francisco

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA
5000 Watts Day
1000 Watts Night
950 kc.
Spartanburg, S. C.
Represented by Hollingbery

Agencies

HAL MAKELIM, former head of the radio production agency bearing his name, has joined McJunkin Adv. Co., Chicago, as vice-president and radio director.

GLADYS MEYERS, production department of Al Paul Lefton Adv. Agency, Philadelphia, is training as a WAVE.

WILLIAM MOORE, formerly radio producer of William Esty & Co., New York, is now a lieutenant (j.g.) in the Navy.

HENRY KLEIN, publicity director of Philip Klein Adv. Agency, Philadelphia, has joined the Merchant Marine as a yeoman.

LESTER E. SWINEHART, with N. W. Ayer & Son, Philadelphia, for 13 years, has joined Lewis & Gilman, Philadelphia agency.

SAMUEL KAY, former assistant comptroller of Grey Adv., N. Y., has rejoined the agency as comptroller, after an interim with Gimbel Bros. He replaces B. George Phillips.

ISHMAEL McCULLOUGH, formerly copywriter of Pedlar & Ryan, New York, has joined the New York office of Sherman & Marquette to handle copywriting on the Colgate- Palmolive-Peet Co. account.

G. C. PACKARD, formerly manager of radio, Campbell-Ewald, Detroit, joins the New York office of Paul H. Raymer & Co., station representatives, as account executive.

FLORENCE STARR CARSON will leave J. D. Tarcher & Co., New York, Aug. 20 to join her husband on the west coast. Mrs. Carson is a time buyer at Tarcher. No replacement announced.

MAY BOLHAUER has left the Phillip Lord Production firm to join Bernard L. Schubert, radio productions, as a production director. She continues as assistant to Stuart Buchanan, head of BLUE script department.

ROBERT W. WATSON, manager of Ruthrauff & Ryan's San Francisco office since July, 1940, has been transferred to the agency's New York office where he will serve as account executive.

MARCELLE MITCHELL, formerly on the Hollywood staff of Radio Sales, has joined Wm. Esty & Co., as assistant to Don Bernard, Southern California manager-producer.

E. H. ELLIS, executive of Newell-Emmett Co., New York, is in Hollywood to survey possibilities for a third show under sponsorship of Liggett & Myers Tobacco Co.

ARTHUR E. McELFRESH, New York vice-president in charge of radio for Pedlar & Ryan, returns in mid-August after two-weeks Hollywood conference with William Lawrence, West Coast manager.

Cole Heads Research

GORDON COLE, director of advertising of Cannon Mills for nine years, has been appointed head of the newly-created division of Advertising in Post-War Research by the Can Manufacturers Institute. Mr. Cole will supervise advertising and consumer education for the institute. He was at one time chairman of the board of the Ass'n of National Advertisers.

KEN TILLSON, former continuity editor of KGW-KEX Portland, recently became radio director of Mac Wilkins, Cole & Weber, Portland.

WILTON C. HAFF has been appointed executive vice president of Gregory Adv., Cleveland. Mr. Haff was formerly with Fraser-Brace Engineering Co., of New York and Montreal.

NORMAN MORRELL, Hollywood vice-president of Foote, Cone & Belding, and Barbara Jo Allen, who portrays Vera Vague on the weekly NBC Pepsodent show, were married recently.

BRAD BROWNE has joined the production staff of Ruthrauff & Ryan, Hollywood. Formerly of J. Walter Thompson Co., he has been assigned producer of the weekly NBC *Gilmore Furlough Fun*, as well as supervisor of the thrice-weekly BLUE *Red Ryder*.

WALTER L. BURROUGHS, former Pacific Coast manager of H. W. Kastor & Sons Adv. Co., Los Angeles, has been commissioned a major in the Army. Agency office was recently discontinued.

EUGENE C. GOLDBACH, formerly head of his own Toledo advertising agency, recently joined Philip J. Meaney Co., Los Angeles, as account executive.

MARK L. MULLIGAN, formerly secretary-treasurer and media director of Woolley & Hunter, Denver agency, has been appointed office manager and spacebuyer of BBDO, Los Angeles. Ed Clark, publicity director of Marschalk & Pratt, New York, recently joined the BBDO Los Angeles staff as account executive.

H. H. OHLMACHER has joined the creative and copy staff of Maldrum & Fewsmith, Cleveland.

GEORGE H. ADAMS, for 35 years active in the newspaper field in Minneapolis and the Northwest, has joined the Minneapolis office of BBDO. Mr. Adams resigned recently as executive editor of the *Minneapolis Daily Times*.

MAX G. HOLLAND, account executive and brother of Arthur M. Holland, head of Malcolm Howard Agency, Chicago, is now in the Coast Artillery, Camp Callan, Cal.

ROBERT O. DAVIS, partner in Rhodes & Davis Adv., San Francisco agency, is father of a girl.

OTIS T. WINGO Jr., formerly of Young & Rubicam, New York, and previously news commentator on New York and Washington stations, has resigned as vice-president of Fletcher & Co., New York, public relations counsel.

MILDRED MASTIN PACE, author, has joined the public relations staff of J. Walter Thompson Co., New York.

ISABEL MOSES GREER has returned to Dan B. Miner Co., Los Angeles, as vice-president and account executive. Ann Garvey of the agency's staff, has been appointed radio time-buyer.

CLARENCE G. DAVENPORT, account executive of McCarty Co., Los Angeles, on leave, has been commissioned a second lieutenant in the Army Field Artillery.

5000 WATTS · 1330 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH · JEWISH · ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR

WEVD—117 W. 46th Street, New York, N. Y.

BUSINESS AS USUAL!

No—that's not how it is. Business is NOT "as usual". With demand far exceeding supply, with government restrictions and rationing—it's a seller's market with not enough goods to sell. But it won't be like that after the war. It will be a buyer's market then and competition will be keen again. That's when your product will undergo the acid test—"Is its name remembered? Or have new brands, new habit patterns pushed it into the oblivion of Sapolio and Pears Soap?"

You *still* have the good-will of your pre-war market. Keep it! Keep it by keeping your name before the public. Keep it ringing in their ears *by radio!*

AND—to reach the *largest* share of Canada's *richest* market, choose CFRB Toronto. Why? Because in a key area, fed by three stations, CFRB broadcasts half the leading sponsored programs.

CFRB

TORONTO

WGR

5,000 WATTS

550 K.C.

Buffalo's Most Powerful Transmitter Plant

MUTUAL

BUFFALO BROADCASTING CORPORATION

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY, Schenectady

Procter & Gamble, Cincinnati (Oxydol), 11 *sa*, thru Blackett-Sample-Hummert, Chicago.
Lever Bros., Cambridge, Mass. (Rinso) 40 *sa* weekly, 28 weeks, thru Ruthrauff & Ryan, N. Y.
Marlin Firearms Co., New Haven (Marlin Shave Cream), 78 *sa*, thru Craven & Hedrick, N. Y.
Pillsbury Flour Mills, Minneapolis, 30 *sa*, thru McCann-Erickson, Minneapolis.
MacFadden Publications, New York (True Story), 4 *ta*, thru Raymond Spector, N. Y.
General Baking Co., New York (Bond Bread), *sa*, 62 weeks, thru BBDO, N. Y.
Grove Labs., St. Louis (Cold, Vitamin Tablets), 3 *ne*, 19 weeks, thru Russel M. Seeds Co., Chicago.
Ry-Trous Corp., Boston (plant food) 3 *sa* weekly, 10 weeks, thru Broadcast Adv., Boston.
RCA Mfg. Co., Camden (institutional) 25 *sa* weekly, 6 weeks, thru Ruthrauff & Ryan, N. Y.
General Foods, New York (Diamond Salt), 2 *sa* weekly, 2 weeks, thru Benton & Bowles, N. Y.
American Chicle Co., Long Island City (Dentyne Gum) 1 *sa* weekly, 26 weeks, thru Badger, Browning & Hersey, N. Y.
Studebaker Corp., South Bend, 3 *ne* weekly, 14 weeks, thru Roche, Williams & Cunnyngham, Chicago.
Resinol Chemical Co., Baltimore (Resinol), 145 *sa*, thru Courtland D. Ferguson Inc., Baltimore.
Benrus Watch Co, New York (watches), 5 *sa* weekly, 52 weeks, thru J. D. Tarcher & Co., N. Y.
Beechnut Packing Co., Canojaharie, N. Y., (gum) 2 *sa* weekly, 13 weeks, direct.
Dif Corp., Garwood, N. J. (cleanser), 3 *sa* weekly, 13 weks, thru Grey Adv., N. Y.

KNX, Hollywood

Western Federal Savings & Loan Assn., Los Angeles (investments), 3 *sp* weekly, 2 weeks, thru Elwood J. Robinson Adv., Los Angeles.
Aircraft Accessories Corp., Los Angeles, 3 *ne* weekly, 13 weeks, thru Lockwood-Shakelford Adv., Los Angeles.

KPO, San Francisco

Ball Bros. Co., Muncie, Ind. (Mason jars), 5 *sp* weekly, 13 weeks, thru Applegate Adv. Agency, Muncie.
Kellogg Co., Battle Creek, Mich. (corn flakes), 1 *t* weekly, 26 weeks, thru J. Walter Thompson Co., Chicago.
Norwich Pharmacal Co., Norwich, N. Y. (Pepto-Bismol), 3 *ta* weekly, 26 weeks, thru Lawrence C. Gumbinner, N. Y.
National Biscuit Co., San Francisco (Shredded Wheat and Shreddies), 81 *ta*, thru Botsford, Constantine & Gardner, San Francisco.
Regal Amber Brewing Co., San Francisco, 1 *sp* weekly, 1 *t* weekly, 52 weeks, thru M. E. Harlan, San Francisco.
Pure Foods Co., Mamaroneck, N. Y. (Herb-ox bouillion cubes), 3 *sp* weekly, 13 weeks, thru J. M. Mathes Inc., N. Y.
J. L. Tuttle Co., Oakland (cottage cheese), 3 *ne* weekly, 52 weeks, thru Emil Reinhardt, Oakland
Langendorf United Bakeries, San Francisco (bread), 1 *ta* weekly, 52 weeks, thru Ruthrauff & Ryan, San Francisco.

KFRC, San Francisco

Fontana Food Products Co., San Francisco (foods), 4 *sa* weekly, 52 weeks, thru Long Adv. Agency, San Francisco.
Golden State Co., San Francisco (milk), 4 *ta* weekly, 13 weeks, thru BBDO, San Francisco.
RCA, New York, 14 *ta* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.
First Federal Savings & Loan Assn., Oakland, 3 *sa* weekly, thru Pacific Adv. Staff, Oakland.
Pioneer Beverages, San Francisco, 4 *sa* weekly, 8 weeks, thru Ryder & Ingram, Oakland.
Ridd Labs., San Francisco (Ridd products), 1 *sp* weekly, 52 weeks, thru Rhoades & Davis, San Francisco.
Seven Up Bottling Co., San Francisco (beverage), 1 *sa* weekly, 26 weeks, thru Rhoades & Davis, San Francisco.

WENR, Chicago

Atlas Brewing Co, Chicago (beer), 5 *sa* weekly, 26 weeks, thru Arthur Meyerhoff & Co., Chicago.
Consolidated Royal Chemical Corp., Chicago (Krank's Shave Kreem), 5 *sa* weekly, 26 weeks, thru Arthur Meyerhoff & Co., Chicago.

WLS, Chicago

F. E. Myers & Bros. Co., Ashland, O. (water systems), 3 *sp* weekly, 10 weeks, thru Meldrum & Fewsmith Agency, Cleveland.
Drs. Hess & Clark, Ashland, O. (poultry remedies), 5 *sp* weekly, 52 weeks, thru N. W. Ayer & Son, N. Y.

WHO, Des Moines

Skinner Mfg. Co., Omaha (macaroni) 300 *ta*, thru Ferry-Hanly Co., Kansas City.
Vinton Hybrid Corn Co., Vinton, Ia., 78 *sa*, 117 *sa*, thru Weston-Barnett, Waterloo, Ia.
Federal Life & Casualty Co., Detroit, 312 *sp*, thru J. L. Stuart Agency, Chicago.
Funk Bros. Seed Co., Belle Plane, Ia., 104 *sa*, thru E. H. Brown Adv. Agency, Chicago.
Oelwen Chemical Co., Oelwen, Ia., (feeds), 104 *sp*, thru Cary-Ainsworth, Des Moines.
Mennen Co., Newark (Mennen shave products), 61 *sa*, thru Russel M. Seeds Co., Chicago.
California Fruit Growers Exchange, Los Angeles (Sunkist lemons), 24 *ta*, thru Foote, Cone, & Belding, Los Angeles.
Gamble Stores, Minneapolis, 312 *sa*, thru BBDO, N. Y.
R. C. A., New York (Electronics), 112 *ta*, 14 per wk, thru Ruthrauff & Ryan, Inc., N. Y.
Dr. Hess & Clark, Ashland, O. (poultry remedies), 260 *t*, per wk, thru N. W. Ayer & Son, N. Y.
Duluth Chamber of Commerce, Duluth, Minn (vacations), 6 *sa* thru Stewart-Taylor Co., Duluth, Minn.
Colgate-Palmolive-Peet, Jersey City, N. J. (Super Suds) 130 *ta*, 12 per wk, thru Wm. Esty & Co., N. Y.
Colgate-Palmolive-Peet, Jersey City, N J. (Palmolive soap), 132 *ta*, 12 per wk, thru Ted Bates Inc., N. Y.

KECA, Los Angeles

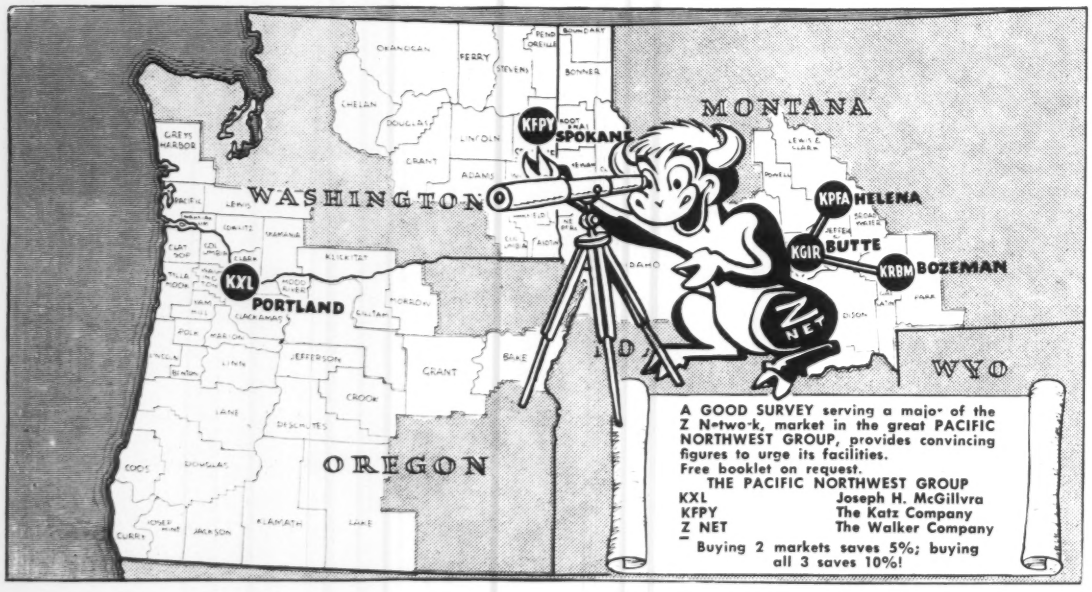
Dad's Root Beer Co., Chicago, 21 *ta* weekly, 13 weeks, thru Malcolm-Howard Adv. Co., Chicago.
Esquire Inc., Chicago (*Coronet*), 36 *sa*, thru Schwimmer & Scott, Chicago
Murine Co., Chicago (eyewash), 5 *t* weekly, 13 weeks, thru BBDO, N. Y.
Columbia Labs., Los Angeles (peroxide), 3 *sa* weekly, 52 weeks, placed direct.
Thrifty Drug Co., Los Angeles (Southern California chain), weekly *sa*, 52 weeks, thru Hillman-Shane-Breyer, Los Angeles.
Equitable Plan Co., Los Angeles (investments), weekly *sp*, 6 weeks, thru Allied Adv. Agencies, Los Angeles.

WIND, Chicago

Sears Roebuck & Co., Gary, Ind., 28 *sa*, direct.
Esquire Inc., Chicago (*Coronet Magazine*), 6 *sa*, thru Schwimmer & Scott. Chicago.
David's Cleaners & Dyers, Gary, Ind., 6 *sa* weekly, 4 weeks, direct.

KFI, Los Angeles

E. Fougera & Co., New York (Ramsdell's sulphur cream), 5 *sa* weekly, 21 weeks, thru Street & Finney, N. Y.



News Restrictions Lightened by AAA

Stations Free to Put State, County Officials on Air

EASING of restrictions on news activities of the Agricultural Adjustment Agency will permit radio stations to continue to arrange for programs with AAA committeemen, the AAA announced last week.

Following new instructions issued by Marvin Jones, War Food Administrator, concerning limitations imposed by Congress on AAA informational activities, the Dept. of Agriculture Radio Service advised farm program directors of radio stations they were free to put state and county AAA committeemen on the air.

Radio stations previously had been notified that a provision in the AAA Appropriations Act barring funds for field informational activities would prevent state and county committeemen from arranging programs [BROADCASTING, July 26].

How It Operates

The significance of the Jones ruling, an AAA official explained, is that the public and the farmer will be able to get more information regarding the food program. It is the responsibility of the AAA committeemen, he explained, to tell the public what the farmers are doing in food production and to inform the farmers what the Government needs from them in the way of food requirements.

Under the new policy regarding information, AAA state and county committeemen can take the initiative in enlisting the services of radio stations in reaching the farmer and the public with news on agricultural activities.

A memorandum sent to radio stations by the Dept. of Agriculture Radio Service advised farm program directors they can again arrange to secure information about the AAA program from state and county employes but not information men, as the new ruling still bars information men.

Requirements Functions Do Not Involve Radio

THE OFFICE of Civilian Requirements has no intention at present of concerning itself with broadcasting, contrary to reports indicating that OCR is planning to include radio under its service operations, it was learned last Friday.

To clarify the situation, an official of WPB made the following statement:

There have been reports deriving from the transfer of the Service Equipment division of the War Production Board to the Services Division of OCR that some major program relative to broadcasting is imminent. As a matter of fact, OCR has not had an opportunity to appraise its own responsibilities in adequate detail to begin forming an organization, to say nothing of forming a program in the amusement and recreation field. And it is not clear that it has any jurisdiction with regard to radio broadcasting.

Radio Advertisers

R. B. SEMLER Inc., New Canaan (Kreml hair tonic) and Zonite Products Corp., New York (Forhan's toothpaste), have started Gabriel Heatter newscast four nights weekly on CKCL Toronto. Account was placed by Erwin, Wasey & Co., New York.

CALIFORNIA BANK, Los Angeles, to promote its pay-by-check plan in a two-month campaign ending Sept. 30, is using from two to three transcribed announcements daily on seven Southern California stations. List includes KHJ KECA KMPC KFAC KFWB KIEV KFVD. Agency is Mayers Co., Los Angeles.

KENDALL FOODS Inc., Los Angeles (dog food), on Aug. 9 starts sponsoring six-weekly participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX Hollywood. Contract is for 52 weeks, through Mayers Co., Los Angeles.

YOUNG'S DENTAL MFG. Co., St. Louis (dental plate cleaner and polish), in a 13-week Southern California campaign started Aug. 5, is using two transcribed announcements daily on KFAC KMTR KFVD. Other stations will be added. Placement is through Mayers Co., Los Angeles.

BELL TAILORS, Bell, Cal., in a four-week campaign ending Aug. 31 is sponsoring a daily 60-minute program of recorded music on KGFJ Los Angeles. Placement is direct.

JULE GORDON is resigning as Eastern sales manager and member of the board of directors of F. W. Fitch Co. to join the Nestle-LeMur Co. as director of retail sales. Mr. Gordon joined the Fitch organization 19 years ago and staged the Fitch radio show.

CITIES SERVICE OIL Co., Toronto, has started quarter-hour *Musical Review* five times weekly on CFRB Toronto, and spot announcements over a number of Ontario stations. Account was placed by Spitzer & Mills, Toronto.

Anti-Soot Product

CHIMNEY SWEEP Soot Destroyer, a product of G. N. Coughlan Co., West Orange, N. J., will be advertised on the air for the first time in October or November of this year. A schedule of participations on women's interest programs is planned. Some 20 stations will be used in the campaign. Among the stations to be used are WLW WBAL WCAU WEAF. Agency is Advertising Associates, Newark.

TAPP NAMED HEAD OF AXTON-FISHER

JESSE W. TAPP, former associate administrator of the War Food Administration, has been elected president of Axton-Fisher Tobacco Co., Louisville, producers of Fleetwood and Twenty Grand cigarettes. He succeeds C. B. Robbins, who resigned to become executive vice-president of McCann-Erickson Inc., New York.

J. C. Williams, sales manager and director of the company, was recently elected vice-president. Following resignation of E. D. Axton, W. L. Lyons and Charles I. Dawson as members of the board of directors, the following were elected to fill the vacancies: Mr. Tapp, Charles H. Schimpff, San Francisco, and James Cavagnaro, New York, the latter two executives of Trans-America Corp.

Mr. Tapp was with the Dept. of Agriculture 20 years. In January, 1937, he became assistant administrator of the AAA and president of the Federal Surplus Commodities Corp. He joined the War Food Administration April 1, 1943.

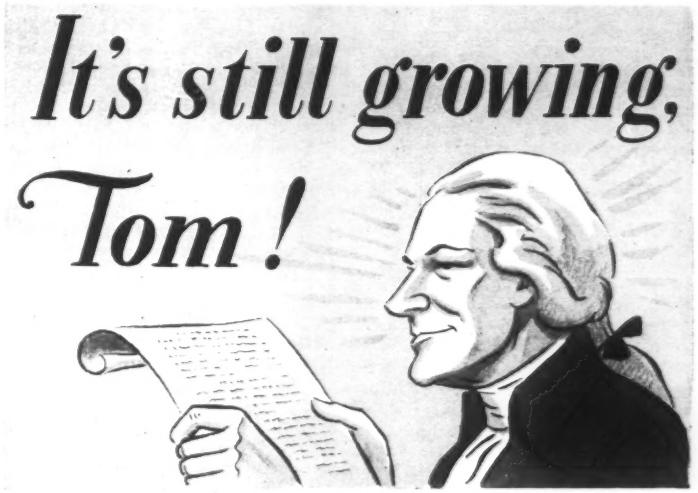
Sales of General Mills Are Largest in History

SALES of General Mills Inc. for the fiscal year ended May 31, 1943, were the largest in the company's history, both in volume and dollars, according to the annual report, made public Aug. 3, and presented at a press luncheon at the Waldorf-Astoria, New York, on that day by James F. Bell, chairman of the board of General Mills. Sales totaled $217,485,502, while net income, at $5,365,945, is but slightly over that of a year ago.

While no breakdown as to advertising expenditures was contained in the report, it was disclosed during the course of the conference that they were somewhat larger than last year. This was attributed in part to the introduction of two new products during the past year —Betty Crocker Soups, and Cheerioats. Both products are receiving network promotion.

The company's advertising has been devoted in large part to helping solve food problems.

DALE BRENNER, formerly secretary to Robert Schmid, MBS promotion director, has been appointed office service manager of Mutual.



You were the first President inaugurated in Washington, Thomas Jefferson. The inaugural crowd was large, wasn't it? But think of the people in Washington today Tom. 1 ¼ million of 'em—representatives of every county in the U. S. People who have more money to spend than they've ever had before—they have the highest family buying income of any city in the nation!

But it's more than that, Tom. These 1 ¼ million have the future of the world in the palm of their hand. They're spending over TWO BILLION DOLLARS A WEEK to buy the goods this nation needs to fight a war.

But Washington's like that, Tom—

and

WRC is first in Washington

REPRESENTED NATIONALLY BY N B C SPOT SALES

Linton Shifts

RAY LINTON, head of Ray Linton & Co., newly-organized station representative firm, has moved to the New York office, while Harold Higgins has been placed in charge of the Chicago Branch. New York office is located at 331 Madison Ave., Murray Hill 2-1809. After several years with WBZ, Boston, Mr. Higgins joined Paul H. Raymer & Co., when the company opened up their Chicago office. From manager of Mr. Raymer's Chicago office, he moved over to the Chicago office of WOR New York, as western manager. He spent five years with WOR. First station to appoint the Ray Linton Co. as representative is WAIT Chicago.

FCC Group Favors New Locals

(Continued from page 7)

idle materials in addition to crystals.

Conditions have developed far better in the broadcasting field than originally was anticipated, with major credit given to WPB and its Radio & Radar Division headed by Ray Ellis, chief, and Frank H. McIntosh, chief of domestic and foreign broadcasting. A year ago it was thought that many stations might be shut down because of the critical shortage of maintenance materials. Thus far, not a single station has been forced off the air for lack of equipment or tubes, and only a small amount of time has been lost by stations due to equipment problems.

While relaxation of the freeze order with respect to local stations is recommended, neither the committee nor WPB feel that conditions have alleviated sufficiently to permit any change in policy on higher-powered outlets. WPB has stated that increased powers should not be authorized because of the tube situation. Copper annode tube production, it was pointed out, is overloaded and the demand is increasing faster than production. WPB already has found it necessary to deny special assistance to FM stations for such tubes and it is expected the condition may become even more serious in the future.

A recent analysis of the application files of the FCC disclosed some 330 broadcast applications pending. Of these about 130 were for new stations and the balance for improvement of existing facilities. Of the aggregate, all except about 60 are contested, by virtue of hearings or other protests.

Possible Power Cut

Of the 130 applications for new stations, some 50 are for facilities in communities not now having a broadcast station. Forty of the total request local power. The critical situation in the production of tubes of 1,000 watts or greater output, the committee feels, makes it desirable to conserve the tubes by operating them at low power.

Thus, it was thought that applications seeking authority to increase from 1,000 to 5,000 watts night power when 5,000 watts output is used during the day would not be consistent with wartime requirements. Moreover, engineers cite that the increase in power of these stations would almost invariably involve use of directional antenna requiring substantial quantities of critical material.

Along this line, if conditions get tighter, it would not surprise observers to see a recommendation from WPB that all 5,000-watt transmitters be reduced to 1,000 watts.

The committee also found, in its investigations, that auxiliary transmitters should be discouraged. Only in such cases where a station is providing the single primary service in the area should these applications be granted, it was felt, aside from instances where the war effort directly would be aided.

Analyses heretofore made by the FCC indicate there are 440 cities with population between 10,000 and 25,000 which have no standard broadcast stations. Of these, 232 cities are within the metropolitan districts and 23 are cities contiguous to a larger city in which a standard broadcast station is located. These compilations also reveal that there are 121 cities with 25,000 or greater population having no standard broadcast stations. Of these, 107 cities are within the metropolitan districts, while 42 are cities contiguous to a city having a standard broadcast station.

The Craven-Durr committee also covered availability of material for relay broadcast stations. Its investigations, it is understood, revealed that judicious use of idle equipment could be made in increasing the power of relay broadcast stations when existing power is inadequate; by authorizing other alterations in relay equipment to provide improved service; by authorizing new relay stations for use as an emergency program link between studio and main transmitter in case of failure of wire lines; to facilitate transmission of programs dealing with the war effort, such as from Army camps or other places where wire service is inadequate, and to facilitate remote pick-ups where land lines are not readily available.

As in the case of the local grants, the committee feels that these authorizations should be made only where all required materials may be obtained consistent with WPB policies and involve no inconsistencies with regulations and cause no interference.

BING CROSBY, vocalist-m.c. of the weekly NBC Kraft Music Hall, in addition to his assignment as consultant to U. S. War Department, has been appointed special OWI consultant on music for camp shows.

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

** Over 70% of metropolitan New York's population is foreign born or of foreign parentage.*

Your Best National Spot Buy . . .

WBNX
New York
5000 Watts

FOR OFFENSE
FOR DEFENSE *Buy U.S. Bonds Today!*

NBC BASIC STATION IN
THE "LAND OF PLENTY"

5000
WATTS
DAY & NIGHT

WDEL
1150 KC
WILMINGTON, DELAWARE
Sales Representative
PAUL H. RAYMER

Army Seeking to Buy Radio, Photo Equipment

SHORTWAVE radio equipment items in the hands of private owners may be urgently needed for war service, according to a War Dept. release of Aug. 4. While much photographic and radio equipment purchased from private persons is already doing duty at battle fronts throughout the world as well as in U. S. training centers, it is stated that more of certain high grade or scarce items are required.

Greatest need in radio apparatus is for testing equipment (oscilloscopes, signal generators, tube checkers, etc.) but the list of wanted instruments ranges from standard and commercial short wave sets to ordinary meters.

Good lenses, especially telephoto in the larger sizes, and sound cameras, are among the most wanted photographic items.

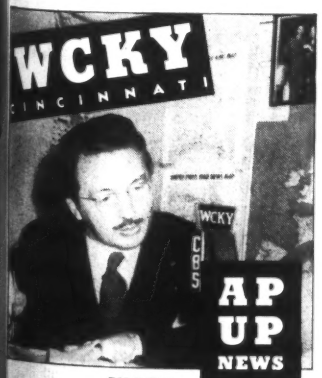
To offer equipment for sale, write to Emergency Purchase Section, Philadelphia Signal Corps Procurement District, 5000 Wissahickon Ave., Philadelphia, Pa. Nothing should be shipped unless a request is received from that office.

After the War

THROUGH a certificate plan worked out by Miles Labs., Elkhart, Ind. (Alka-Seltzer) and the Zenith Radio Corp., Chicago, new Zenith Trans-Ocean Clipper radios may be claimed after the war by those now sending in questions the *Quiz Kids* do not answer on the Sunday night BLUE network show. The supply of portables set aside as premiums for winners when civilian production ceased in April, 1942, was exhausted last month, when the plan for a post-war certificate or optional $50 war bond was instituted. Zenith believes it is the first manufacturer offering such a certificate for its post-war product.

FM Reinstatement

WBEZ, a non-commercial educational FM broadcast station to be operated by the Board of Education, Chicago, was granted a construction permit by the FCC last week to use 42.5 mc. with power of 1 kw, limited time. A previous construction permit for the station had expired. The Commission's action was a reinstatement.



WITH
REX DAVIS
4 TIMES DAILY

AGENCY Appointments

FLORIDA CITRUS COMMISSION, Lakeland, Fla., to Benton & Bowles, New York, for Florida oranges, grapefruit, tangerines, seedless limes and canned citrus fruit. Media plans not set, but decision is expected in September.

G. N. COUGHLAN Co., West Orange, N. Y. (soot destroyer) to Advertising Assoc., Newark. Said to use radio.

SMITH BROS., Poughkeepsie, N. Y., to Atherton & Currier, Toronto, for Canadian Advertising.

LANMAN & KEMP-BARCLAY & Co., New York, to Alfred J. Silberstein Inc., New York, for toilet preparations. Media plans not set.

REYNOLDS METALS Co., Richmond, Va., to J. Walter Thompson Co., N. Y., for metal and metal by-products. No radio contemplated.

RELIABLE USED CAR Co., Jamaica, N. Y., to John W. Loveton, New York, to handle advertising to obtain used cars. Single station test campaign.

ELECTRONIC Corp. of America, New York, to Shappe-Wilkes, N. Y. No radio plans at present.

NORTHWESTERN NATIONAL Life Insurance Co., Minneapolis, to BBDO, New York. No radio announced.

UNITED LAB. SALES Co., New York, to Arthur Crosby Service, New York, for Beutalure for Gray Hair. No decision on radio at present.

DAILY MADE PET FOOD Co., Los Angeles (dog food), to Coast Western Adv. Agency, Los Angeles. Regional radio planned.

CHRISTOPHER CROSS, of Mutual's press department, is co-author with Chaplain William Taggart of a book coming from the presses of Doubleday Doran & Co., titled *My Fightin' Congregation*.

When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

Steel Shortage Brings Cut

DUE to limited supplies of steel, which have been cut 20%, Consolidated Razor Blade Co., Jersey City, is curtailing its radio advertising, and on Aug. 9 discontinues *The Better Half*, a half-hour Mutual quiz show heard Mon., 8:30-9 p.m. Sponsor took series on WOR in February of this year and expanded to the network in April. Agency is Grey Adv., New York.

SOUND APPARATUS Co., New York, devotes the July issue of "Sound Advances," to a description of the improved Model PS automatic high-speed power level recorder, which may be used for various kinds of transmission measurements, acoustical measurements, radio measurements, noise and vibration measurements and speech and music measurements. Engineers may obtain copies of the release from the company, at 180 W. 46th St., New York.

DID YOU SAY 2?
YES, WE SAID 2!

TWO AWARDS FOR
FULTON LEWIS, JR.
IN ONE YEAR

Lewis' first recognition for superior newscasting came when he merited the DuPont Award for the year's best commentator. And now . . . the Sigma Delta Chi Journalistic Fraternity has honored Fulton Lewis, Jr., with the Radio News writing award for his series of *"reports on the synthetic rubber situation."* The fraternity stated, "Lewis has done not only an excellent job of reporting but also an outstanding bit of research getting at the facts."

Lewis is the ONLY radio news commentator who has won TWO awards in one year.

Sell him at your one-time quarter hour rate per week. Call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Rosenbaum Urges Compromise

(*Continued on page 10*)

tions will be called upon to pay more royalty than what they ordinarily might pay, "and you will pay it whether you employ live musicians or not," he said.

Moreover, Mr. Rosenbaum warned, the juke-box industry, which collects an annual gross said to be between $150,000,000 and $250,000,000 a year, will escape "scot-free" while the broadcasters will have to foot the entire bill.

Under the plan proposed by Mr. Rosenbaum, a board of trustees would be set up by the AFM, but including a representative of the public and a representative of the industries. The board would handle the royalty fund collected, using it, after certain deductions, to create live employment for members of the musicians' union. The deductions would cover administrative expenses as well as a fair share of the royalty to the particular recording artists.

All commercial users of recordings for profit would pay the musicians' union a fixed royalty fee for the use of the recordings, based on gross revenue derived from the use of such records. However, the broadcaster would be entitled to credit for any money spent for live musicians during the year. In the event a 3% royalty fee were fixed, a radio station deriving $10,000 a year gross revenue by the use of records would pay a fee of $300. If the station spent $200 during the year for live music, that amount would be considered as credit toward payment of the royalty fee.

Under such a plan, Mr. Rosenbaum visualizes the possibilities of a fund of $10,000,000 a year being created. And he suggests that the money be spent in connection with the educational system of the country so as not to create unfair competition with the commercial music industries which make the fund possible.

While Mr. Rosenbaum makes an earnest plea for the industry to study his plan "without the high temperature that is so far evident in all your public statements," he does not hold too much faith in finding a sympathetic ear, stating: "I view with complete good-nature the prospect that now you will soon hold another lot of district meetings and unanimously approve resolutions which ignore my suggestions and indorse your association."

FUNDAMENTAL principles of the functions of electronic tubes are explained in a new 36-page booklet announced by the Westinghouse E. & M. Co. Schematic drawings are also included in the booklet, "The ABC of Electronics at Work", which help to show the six basic functions of electronic tubes.

DON IOSET at LIBERTY after TEN YEARS!

READS LIKE the end of a prison sentence, doesn't it?—well really, it has been ten years of the most delightful and profitable period of my life!

AND THOSE TEN YEARS were spent in the employ of the Fort Industry Company, owners and operators of six of the better radio broadcasting stations in the United States.

DURING MOST of those ten years, I was employed as Managing Director of three of the Company's six radio stations—not simultaneously, but soon after each was acquired by the company. I am leaving a clean and good record with the company. My resignation was accepted as of August 1st., 1943. We remain friends and I am sure any of the Fort Industry executives will be happy to write letters of recommendation when needed. Prior to entering the radio business I was director of advertising for firms in Toledo and Buffalo. Also operated my own advertising agency.

NOW I AM AT LIBERTY to consider offers of employment in management of stations or sales with a radio station needing that extra oomph!

Age—middle forties . . . Married with three dependents. Address your letters to DON IOSET, Route 6, Box 204, Atlanta, Georgia.

Stations Advised to Cite Reasons for Rate Rises

A LOGICAL approach to the problem of announcing rate increases is suggested by William B. Maillefert of Compton Advertising Inc., New York, according to NAB *Reports*. In issuing new rate cards, Mr. Maillefert advises, stations can be helpful to both agencies and advertisers by attaching letters explaining (1) why the rate is being changed, listing any new installations, operating improvements, increased costs, etc., (2) which rates are increased and the percentage rise, and (3) which rates are lowered and the percentage decrease.

Such letters make the picture immediately clear to agencies enabling them to appreciate the justification for the increase—and the improved service provided.

Chemex Holiday

CHEMEX Corp., New York, is already planning to use some spot radio around Christmas time for a special type of coffee-maker placed on the market for the first time last year. Firm tested radio during the holiday season at the time, using WQXR, New York. Results of the test have warranted a return to radio, although no specific schedule has been lined up. Radio advertising will be necessarily on a limited basis, however, according to Dr. Peter Schlumbohm, inventor of Chemex and head of the firm. Product is in the $3.50 to $5 range and advertising is consequently not aiming at mass consumption, he said. Firm's business is handled direct.

Attacked in Studio

TWO drunken youths forced their way into the control booth of KGFJ, Los Angeles, shortly before midnight on July 30 and using obscene language slugged Gerald Pierce, announcer, when he attempted to eject them. Pierce said the duo burst into the control room just as he had finished an announcement. When one of them struck him on the jaw his bodyweight, as he fell, opened the panel switch. Chuck Pfieffer, transmitter engineer, hearing the commotion, flipped the audio key cutting off the studio line. The youths escaped.

Hermann Elected

HARRY HERMANN, who produces the P. Ballantine program on CBS, has been named eastern regional vice-president of the Radio Writers Guild, to fill out the unexpired term of John Vandercook, BLUE commentator. Mr. Vandercook has resigned due to an overcrowded schedule. Elections for new officers will be held in November.

Decca Net Is Up

DECCA RECORDS Inc., for the six months ending June 30, 1943, had a net profit of $428,348, equal to $1.10 per share on 388,325 shares of outstanding capital stock. For the corresponding period in 1942, Decca showed a net profit of $379,783, equal to 98 cents per share on the same number of shares.

FOR 2,000 HOURS volunteer work in Civilian Defense, Julie Benell, of WKY, Oklahoma City, was awarded a service bar by R. M. Mallonee, Director of the State War Council. First award of its kind, it was presented in the name of James Landis, National Director of Civilian Defense in Washington. Miss Benell serves as publicity chairman for the Blood Bank, chairman of the Radio Division and is a member of the Executive Council. She conducts *Women Commandos*, a five-a-week series on WKY. Watching the ceremony is Gayle V. Grubb, manager of WKY.

Rep. Brown, Ohio, Gives Weekly Talks on WLW

REP. BROWN (R-O.), a member of the House Interstate & Foreign Commerce Committee, in which radio legislation originates, has begun a series of weekly broadcasts over WLW under the general title *Voice of Congress*. The broadcasts are on succeeding Thursdays at 8:30 p.m.

Rep. Brown, former Secretary of State for Ohio, is a newspaper publisher of Blanchester, Ohio, and has taken an active part in radio matters in Congress. He also is a member of the important Rules Committee of the House. Now serving his third consecutive term in Congress, his talks will reflect the knowledge and experience he has gained in Washington.

WKBN Promotion

LARGE promotion brochure of WKBN Youngstown, O., contains promotion ideas and items currently used in the Youngstown area. Included are reproductions from newspapers and magazines showing news items, ads and cartoons. Brochure also contains reproduction of direct mail promotion cards, billboard promotion, bus advertisements and movie trailer displays.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and program. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

RCA Board Approves Blue Sale

(*Continued from page 8*)

however, would not comment on the identity of the bidders. It is unlikely that a newspaper will get the station, because of the FCC attitude toward acquisition of stations by newspapers, pending determination of a formal policy on the whole subject of newspaper ownership stemming from the protracted and highly controversial investigation it has conducted during the last two years.

Mr. Noble's attorney in the BLUE transaction was Alger B. Chapman, of New York. There was no verification of reports that Thomas G. Corcoran, former New Deal adviser, was identified with the negotiations. The name of M. H. Aylesworth, first president of NBC, also has been linked with the proceedings, but with no formal connection. (Mr. Aylesworth, a good friend of Mr. Noble, previously had been reported as representing a "syndicate" in negotiating for purchase of the BLUE, but it was stated that he at no time made a firm offer in behalf of any group.)

BLUE Continues

In announcing his eventual plan to have BLUE affiliates become stockholders in the network, along with the management and the public, Mr. Noble said that network operations would continue as usual pending approval of the change of ownership of the three owned stations by NBC.

"I plan to broaden not only the scope of public service offered by the network itself, but I hope eventually to distribute wide public holdings in the company.

"Radio holds such broad public interest that it is only natural to assume that the public would be interested in its financing," he said. He added that he hoped to distribute holdings in the network to affiliated stations in the network. He also said that when he took over active direction of the network he would pay particular attention to the preparation and presentation of news broadcasts as well as to increase as far as possible the general public service rendered by the BLUE.

At his press conference last Monday, Chairman Fly said: "The FCC would want to know all of the intimate details about the network sale." He denied that his presence in New York at the time of the sale was in any way connected with the dropping of James H. McGraw, Jr., president of the McGraw-Hill Publishing Company, from the bidding. He said he did not know that Mr. McGraw had dropped out, explaining that he planned to be in New York on other business and Messrs. Sarnoff and Noble asked to see him but that he took no part in the negotiations. It was reported in New York that Mr. McGraw dropped out of the transaction on advice of his physician and his associates, who felt he would be undertaking too much.

Fly's Part

In commenting on the transaction, Mr. Fly said: "I do not want to be taken as expressing any approval of this particular sale. That is something that will come before the Commission, and neither the Commission nor I have had any opportunity to pass upon the merits of this sale. That will be considered in due course.

"I do want to say, however, that the mere fact that a sale has been made and that RCA has moved to effect the disposition of the BLUE is, I think, a constructive thing and it does represent an example of industry cooperation with government."

Asked whether it would be possible for Mr. Noble to take the stations in his own name and let Mr. McGraw help him in the network, Mr. Fly remarked that the question was rather involved. "What is being sold and purchased is the BLUE network," he pointed out. "That will be done either by taking over all the assets of the BLUE or by taking all of the stock of the BLUE, so it is all wrapped up at the moment in one ball of wax."

When pressed to state the Commission's attitude toward having a publishing firm move into the BLUE network, he said, "I don't think we want to meet that question before we come to it."

in the CONTROL ROOM

CLIFF BEVAN has joined the engineering staff of WWVA, Wheeling. Mr. Bevan did remote broadcasting over a Louisville station while in college and is a former telephone operator and apprentice lineman for Monongahela-West Penn Power Co.

BOB MILLER, technician of KNX Hollywood, has been made station supervisor in charge of all audio operations.

R. E. SANTO of the Canadian Broadcasting Corp. engineering staff, Montreal, formerly CBC supervisor of maintenance at Toronto, on July 31 married Margaret Newman.

CURTIS MASON, co-chief engineer of KFI-KECA Los Angeles, is the father of a girl.

BERNARD SPECTOR has joined the engineering staff of WHAT Philadelphia. He was formerly with the Philco radar school.

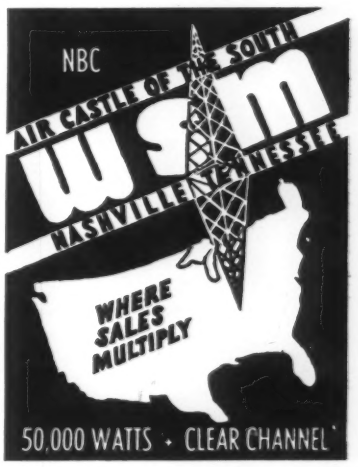
AMBROSE MAXIM, chief engineer of KRBA Lukin, Tex., has left to join the Navy. Replacing him is Glenn Perry. Mr. Maxim's wife, who has earned her FCC operator's license, is now a technician at KRBA.

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY
—if the network they are on cannot furnish coverage here

WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET
THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

First on New York's Dial...570

wmca
America's Leading Independent Station



Miss Linnea Nelson
J. Walter Thompson Co.
New York, N. Y.
Dear Lin:

Here's a real buy for some alert advertiser. It's W'HS's "West Virginia in the News", a 10-minute AP state news broadcast on the air 6:05 to 6:15 p.m. Monday through Saturday . . . . and open for sponsorship three days a week, Monday, Wednesday and Friday. I think it's a honey because Crossley gives it a rating of 17.7. "West Virginia in the News" can be bought at straight card rate with no added charges for talent or production. The show is preceded by world news and followed by sports, so you can see it offers everything an advertiser could possibly want. One of the local salesmen here says he's practically got it in the bag, but before he gets a string tied around that bag, it wouldn't surprise me to see some smart national advertiser step up and buy it.
Regards Yrs.
ALGY

WCHS
Charleston, W. VA.

The Northwest's Best Broadcasting Buy

WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

BUY WAR BONDS

Good Engineering has always been the Basic Foundation of Every Really Successful Radio Station

COMMERCIAL RADIO EQUIPMENT CO.
Radio Engineering Consultants
Hollywood, Calif. Silver Spring, Md. (Washington, D. C.) Kansas City, Missouri
Also operating K49KC, Kansas City's Pioneer Commercial FM Station

"HERE'S A REAL BUY!"

"HARRY McTIGUE VIEWS SPORTS"

Louisville's Top Sport Review by Louisville's Top Sportscaster

WRITE OR CALL FOR COMPLETE INFORMATION

SPOT SALES, INC.
National Representatives

WINN LOUISVILLE with WINN

Your BLUE NETWORK STATION in LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager

G. F. "Red" Bauer
Sales Manager

FCC Explains Background of Activity In Foreign Language Broadcast Field

DURING the Cox Committee hearings in New York, the FCC on Wednesday released a written statement giving the background of the Commission's activities in the foreign language field, which the House committee is investigating. The FCC lists 12 persons in the foreign language field as undesirable.

After the outbreak of war in Europe in 1939, the statement says, certain groups affiliated with foreign organizations were attempting to use broadcasting as a medium of propaganda to create Axis sympathies and to promote anti-British sentiment among foreign speaking groups in this country.

Questionable Programs

"The Commission's responsibility in this field was clear," says the FCC. "It had granted licenses which provided the legal basis for the operation of the stations over which these broadcasts were being made." Alluding to the FCC questionnaire which went out to stations just prior to Pearl Harbor, the FCC release states that "while, after we entered the war, there was a decided change in the temper of many stations, the Commission's investigation disclosed that many questionable programs still remained."

In view of the extreme importance of proper supervision of this activity in time of war, the Commission decided to expand its work in the foreign language field, and in fall of 1942 funds were obtained through Congress for that purpose. As the war progressed, according to the FCC, the Commission cooperated closely with the FBI as well as with Military and Naval Intelligence, the OWI, and the Office of Censorship.

The portion of the FCC statement relating to personnel covered, follows:

Here are a few examples of the type of persons who caused the Commission so much concern in this foreign language field. In Boston, there was Ubaldo Guidi, who conducted an Italian program. He was reported to be a member of the OVRA, the Italian Secret Police, and was interned as a dangerous enemy alien on the day after Pearl Harbor. Also interned with him was Biagio Fabese, a broadcaster, who had been the editor of a Fascist paper in Canada, which he left to serve with the Italian Army in Ethiopia before coming to Boston. Also, on the same station Franco Galluci was conducting a radio program. Galluci was the head of the Dopolovaro, which was a key group in the Fascist organizational network. When the FBI raided Dopolovaro club headquarters, they found huge quantities of vicious subversive literature, and Galluci's picture in the uniform of a Captain in the Italian Army. A petition to denaturalize Galluci was recently filed by the U. S. Attorney in Boston.

In New York, the same picture was presented. Domenico Trombetta was conducting a radio program on which he spread vicious propaganda. Trombetta has been denaturalized and interned as a dangerous alien enemy and recently was indicted for failing to register as an agent of the Italian Government. Likewise, Pietro Garfalo, who had registered with the State Department as an agent of the Italian government, was broadcasting in the same vein. He too was interned immediately after Pearl Harbor as an enemy alien. Other Italian radio announcers and time brokers in New York who were interned were: Angelo Gloria, Igino Mannechia, Favoino di Giura. One of the group who escaped internment was Vinzo Comito who fled the country after Pearl Harbor and is now broadcasting Axis propaganda to the United States from Tokio.

The situation was similar in Philadelphia, George J. Gerhardi, who had conducted a German program there, had returned to Germany where he is now broadcasting propaganda from Berlin beamed to the United States. Incidentally, Kurt Geppert, a fellow Philadelphia German broadcaster, was recently banished from the Eastern part of the United States on orders of General Hugh A. Drum, as a menace to the security of the area's defenses. Broadcasts were also made by Rev. Kurt E. Molzahn in German. It will be recalled that this former German hero of World War I was recently convicted of espionage for communicating defense information to Germany and Japan, and has been sentenced to ten years imprisonment.

Jungle Leave

BOB FOX, on leave from the engineering staff of WGAR, Cleveland, is vacationing at home after five months in the Amazon River Valley with the Rubber Development Corp. He has supervised installation of 22 radio stations in Brazil, Peru and Bolivia, run by young Brazilians who are taught code, telegraphic procedure and meteorology. His headquarters are in Manaos, 1,000 miles up the river. Since leaving Cleveland Fox has flown 19,000 miles.

50,000 WATTS NIGHT AND DAY

WRVA COVERS RICHMOND AND NORFOLK DOWN IN VIRGINIA

CBS

PAUL H. RAYMER CO., National Sales Representative

KGVO
MISSOULA · MONTANA

Foreign Tongue Service Probed

(*Continued from page 9*)

stressed and warning given that factionalism would be encountered. It was suggested that duplication of former testimony be avoided to save informants' time and that interviewers demonstrate complete familiarity with prior testimony.

The instructions suggested checking with the FBI and the Office of Naval Intelligence. "You should then continue investigation along whatever lines then seems most fruitful.

"When you have gathered as much information as you can from other sources, but *not until* that time, it is suggested that you interview each of the individuals who are under investigation." The recommended technique begins with an invitation to the office by letter, which should have the "tone of an invitation rather than a summons." Conversations "as long as possible" were recommended to draw out the individual's past and present, and his views on "dissemination of pro-United Nations propaganda and of propaganda tending to demonstrate the viciousness of the Mussolini regime . . . It is quite likely that they will not be willing to take a forthright position against Mussolini on the radio."

Detailed reports to Washington were requested.

House Suggested Cutting War Problems Division

With this letter, Mr. Guest testified, were sent summaries of material obtained from various governmental agencies, newspaper clippings, complaints and material arising from interviews with complainants about the persons named. He said he believed the WOV investigation had been requested by the Office of War Information, but admitted under questioning that he had never seen any request from the Office of Censorship for a station investigation.

After eliciting from the witness the information that most of the time of the various FCC offices throughout the country is devoted to work for the War Problems Division, Mr. Garey read into the record an excerpt from a report of the House Committee on Appropriations, made Feb. 9, 1943, in connection with the Independent Offices Appropriation Bill for the year 1944, as follows:

"The committee calls attention to the provisions in the bill providing $27,840 for a hemisphere communications unit and $206,160 for a war problems division, under the law department. The committee has not eliminated these funds because they are requested as a national-defense measure, but it does regard the value of such projects with some skepticism and recommends that the Commission carefully consider the desirability of discontinuing them."

Fly Reported Discontinuing War Problems Division

Mr. Garey said that the FCC had denied his request for a copy of a letter written by Chairman James Lawrence Fly to Rep. Clifton A. Woodrum, Chairman, Independent Offices Subcommittee, House Appropriations Committee, but that he had obtained a copy anyway. Charles R. Denny Jr., FCC counsel, insisted that the Commission had furnished the letter to Mr. Garey, but his remarks were ordered stricken from the record. The letter, to Rep. Woodrum, dated April 2, 1943, was then read into the record:

Pursuant to the request contained in the report of the House Appropriations Committee that this Commission carefully consider the desirability of discontinuing its War Problems Division and Hemisphere Communications Unit, we have given the matter careful consideration, and have taken the following action:

First, the War Problems Division is being discontinued. The net annual saving resulting will total in excess of $100,000.

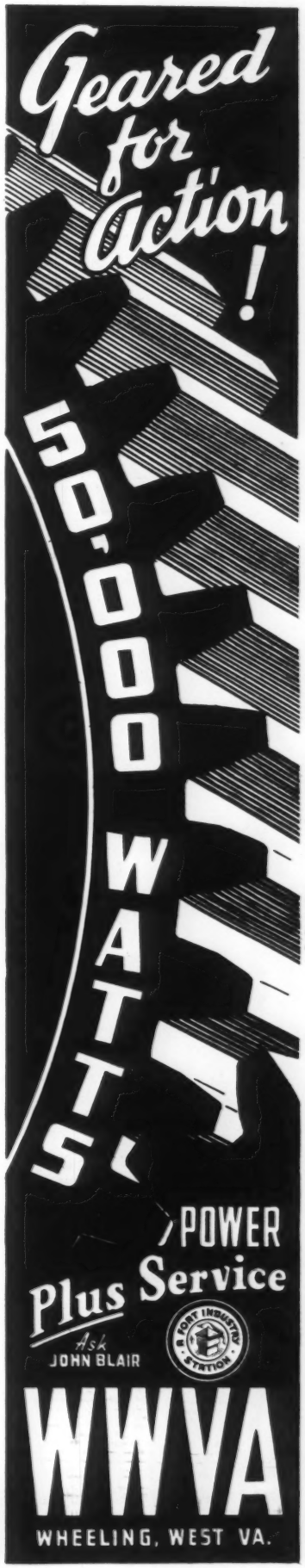
Five War Problems Division employees are being transferred to the Broadcast Division to continue the survey of domestic foreign language broadcasting and to carry out other Broadcast Division assignments as required. The Field Section of the War Problems Division is being curtailed by the closing of its offices in Atlanta and Dallas, leaving it with five field offices.

"The section thus curtailed is being transferred to the Administration and Litigation Division, as are five War Problems Division attorneys and one clerk-stenographer. One lawyer and three statistical clerks from the War Problems Division are being transferred to the Economic Unit, to fill vacancies in that unit.

The Assistant General Counsel formerly in charge of the War Problems Division has been assigned to assist the General Counsel in the handling of the business of his office, and to undertake special assignments from the General Counsel from time to time. With the exceptions above stated, the positions heretofore assigned to the War Problems Division are abolished.

Mr. Garey then said: "In view of the testimony of this witness and the statements made by Mr.

WHAM
"Your Western New York Salesman"
ROCHESTER, N. Y.
50,000 Watt...Clear Channel...1180 on Dial...Affiliated with the National Broadcasting Company and The Blue Network, Inc.
National Sales Representative: GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"



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Fly in the letter to Mr. Woodrum, the Committee can form an opinion as to whether or not the Chairman of the FCC was entirely frank with the Appropriations Committee when he gave it this advice on April 2, 1943."

Attorneys Instructed on Foreign Language Survey

A lengthy memorandum sent Feb. 18, 1943, by Mr. Cohn to all FCC field attorneys regarding a new foreign language survey was read into the record. Quoting Elmer Davis that "it is a matter of deepest concern to OWI that station licenses in the foreign language field fall into the hands of persons who are thoroughly sympathtic with America's war effort and with the democratic cause," the memorandum states that a major purpose of the survey is "to ascertain the nature of the control exercised by stations over their foreign language problems and to determine whether any pro-Fascist or anti-democratic influences are present."

Questions concerning sponsors are also included in the survey, the memorandum says, since "it appears that pro-Axis bias in foreign language broadcasting, in the past, may be attributed to certain sponsor companies as well as to station personnel. It has been charged, for example, that certain manufacturers with foreign connections had budgets greatly in excess of the normal demands of their business, giving rise to the suspicion that these broadcasters are subsidized by foreign governments.

Instead of mailing questionnaires to stations, the new survey was to be conducted by personal interviews by field attorneys with station officials and by examination of station books and records, the memorandum stated.

Asked if the FCC had attempted to get the OWI and the OC to participate in the survey, Mr. Guest said that the OWI had become a co-sponsor and that certain questions on OWI programs had been prepared by OWI. He admitted hearing that the OC had been approached but had declined to join in sponsoring the survey. Under questioning he also admitted that neither the FCC nor the OWI has any power to censor programs or personnel and that the OC is the only Government agency with such power.

After an argument with Mr. Denny as to whether proper approval of forms used by the FCC field attorneys in collecting foreign language data had ever been secured from the Bureau of the Budget, Mr. Garey read a report of an interview a staff member of the Committee had with David Cohn of the Bureau's Statistical Division, through which all federal agency requests for information forms must be cleared. Mr. Cohn was quoted as stating that the FCC's failure to designate anyone as clearance officer made it a "cock-eyed set-up," but that his contacts with individuals in the FCC had shown them to be cooperative. He was quoted as observing indications that the FCC had "dipped into the field of censorship which it is expressly prohibited from handling, and that there appear

COST STOPS VIDEO, ZENITH CHIEF SAYS

TELEVISION receivers are ready to be supplied to the public following the war, but television is not ready for general use, E. F. McDonald Jr., president of the Zenith Radio Corp., Chicago, declared in a recent letter to his dealers. Enclosed with Mr. McDonald's message is a reprint from a recent Associated Press story on television, in which Ralph R. Beal, research director for RCA, stated that television sets will be ready for every family's use "immediately after the war."

In refutation of that claim, McDonald writes, "What I said to you, to Zenith stockholders, and to the public more than four years ago, I say again today. 'Television for general use in the home and in the store is just around the corner *for stock salesmen only.* I believe that television will one day be a great industry, but that day is not this year. Zenith is ready, but television is not. Technically television is okay, but economically it is unsound until a means is found for paying for the programs, in other words a box-office."

Enclosed with McDonald's letter is a broadside with reproductions of newspaper items pro and con the prospects of television sets after the war.

The TEXAS RANGERS *now*

Selling Beer on

WIZE

Springfield, O.

...also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

to be 'smoke' around this matter, although he has not yet been able to find the fire."

To show the position of the OC, Mr. Garey read an exchange of correspondence between T. J. Slowie, FCC secretary, and J. Harold Ryan, assistant director, Office of Censorship. Mr. Slowie's letter, dated Jan. 16, 1943, asked Mr. Ryan to consider his decision not to sponsor the survey as "the acceptability of the questionnaire to the industry will be increased by having all interested groups join in its sponsorship" and "in view of the importance of the information to the three agncies concerned, all feasible steps should be taken to insure the complete success of the project." The letter concluded: "The OWI has always indicated its willingness to join in the questionnaire. The absence of the OC in the sponsorship of this work under such circumstances would be doubly unfortunate."

OC Felt It Would Be Exceeding its Scope

Mr. Ryan's reply, dated Feb. 8, 1943, reads in part as follows:

We have had to advise your Legal Department that we cannot see our way clear to becoming a co-sponsor of the proposed questionnaire.

I feel that we should frankly give you our reasons for this decision. In the first place, as far as the Broadcasting Division is concerned, we have the information at hand that it is necessary for us to have in order to apply censorship to these foreign language broadcasts. Not only is a great deal of the information included in the proposed questionnaire of no value to censorship operations, but it seems to us that a considerable amount of the information elicited would be of such character that we would have no right to have it in our files. We might be very justly accused, it seems to me, of exceeding the rights which the Office of Censorship possesses, in joining in an investigation that is beyond the scope of our operations.

For another thing, we have from the very beginning of the operation of the Office of Censorship avoided the use of questionnaires, because of what we feel to be an increasing resistance on the part of the citizenry to the quesetionnaire method, and we would be reluctant to change our opinion on this point at this particular time.

That we have felt it necessary for the above and other reasons, to decline to join with you in the co-sponsorship of the proposed questionnaire, does not mean that we will not continue to place at your disposal all services that we can render to you and to continue to work as closely as possible with the Federal Communications Commission, as we have in the past. We trust you will understand our position in this matter.

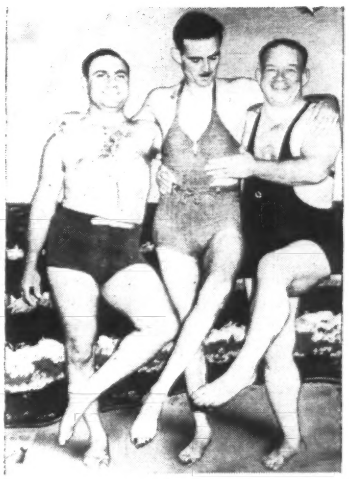
Garey Seeks Admission Of Survey Objectives

In a session of vigorous examination Mr. Garey attempted to secure from Mr. Guest an admission that the ultimate purpose of the survey was to remove people from the air, but the witness said that his instructions were only to report the information he secured to the FCC in Washington so it could be determined that the stations being investigated were operated in the public interest.

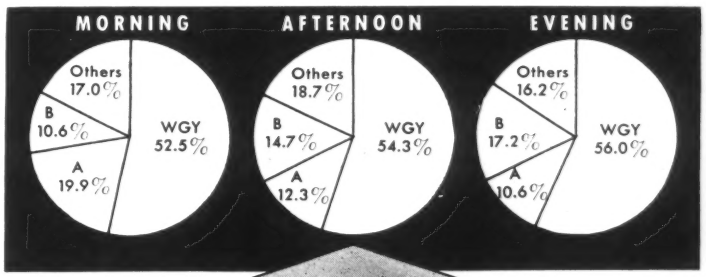
After Mr. Guest had denied that he or any member of his staff had, to his knowledge, ever made any effort to have people regarded as objectionable put off the air, Mr. Garey turned from the general topic to the particular case of Stefano Luotto, who had appeared on the Balbo Oil Co. broadcast on WHOM, Jersey City, on May 16, 1943. The following day Mr. Fenner, acting on instructions from Mr. Guest, had called on Joseph Lang, general manager of WHOM, and head of the voluntary Foreign Language Control Committee, and had informed him that Mr. Luotto was a member and had held office in the Dante Alighieri Society. Mr. Guest stated that this was the only instance he knew of where a station manager was apprised of the activities of an employe by the FCC office in New York.

Mr. Garey then read a memorandum written by Mr. Guest on May 17 to Marcus Cohn, chief of the field section, FCC Law Department, which referred to a letter to Mr. Lang from the Office of Censorship, dated March 17, 1943, indicating that OC had no objection to the employment of Mr. Luotto. Mr. Garey wanted to know why FCC was interested in the matter when the OC, "the only legally constituted body under the laws of the United States having power to remove Stephano Luotto from the air" had no objection to his broadcasting. Mr. Guest denied that his purpose was to put Luotto off the air, but said that Mr. Lang, when told of Luotto's membership in the Dante Alighieri Society, said "That's enough for me."

Questioned about the Society, Mr. Guest said that until 1930 it was a truly cultural organization, but that a Federal agency, not

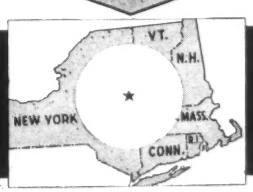


WE'RE THE JOLLY Pin-Up Boys, say these three from KSO-KRNT, Des Moines. Not girls, but staff members in the armed forces are receiving these portrayals of masculine pulchritude. Accompanying the photo is a bit of appropriate poetry. Pin-Up Boys, posed before a typical Iowa surf background, are (l to r) Frank Ligouri, control; Gene Loffler, announcer; Jack Stilwell, salesman.



THIS IS THE WAY THEY LISTEN

IN THE HUDSON CIRCLE
According to Crossley



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WE NEVER BEEN TO PARADISE (Ky.)!

Or maybe we have and didn't know it. Sometimes things ain't what they're cracked up to be! Now *our* idea of a *seller's* paradise is the Louisville Trading Area . . . 1,336,000 buyers making 57.5% of all the State's purchases. . . . The richest section of Kentucky with more retail sales than all the rest of the State. *There's* somethin' to get up in the air about! WAVE covers this area *completely* at the lowest possible cost to you. Ain't that downright heavenly?

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For Tomorrow's Broadcasting—

LOOK TO ★LINGO

For advanced design and superior performance in

VERTICAL TUBULAR STEEL RADIATORS

PATENTED FM TURNSTILE RADIATORS

We're "all out" for Victory, but our engineers are ready to work with you on post-war plans.

JOHN E. LINGO & SON, Inc.
CAMDEN, NEW JERSEY

named, was authority for the statement that it had since become a Fascist organization closely connected with Italian propaganda agencies working here before Pearl Harbor. Mr. Guest's statement that all branches were part of the same group was protested by Chairman Hart (D-N. J.) who said that in Jersey City the Dante Alighieri Society was composed of loyal, patriotic Italian-Americans.

Guest Denies Intent To Put Luotto Off Air

Repeatedly asked whether his real motive was not to keep Stefano Luotto off the air, Mr. Guest answered that his sole idea was to report to Washington, where the FCC had a file on Mr. Luotto, who, he said, had been a "storm center" at WGES, Chicago. When he denied knowledge of the origin of that story, Mr. Garey asked him if he would be surprised to learn that it had originated from a mistaken idea held by Nathan David, chief of the FCC's War Problems Division, and Mrs. Hilda Shea, in charge of the special studies unit of the WPD.

When he responded that he believed a complaint against Mr. Luotto had been made by Mr. Hartley, Mr. Garey read a letter written a year ago by Mr. Hartley to the Federal District Attorney in Chicago, testifying that Mr. Luotto's "business life shows him to be a person of high probity and I am certain he is no less so in private life. His loyalty to the United States is, I believe, wholehearted and uncompromising."

Mr. Guest admitted that he had not known of this letter and that he had not attempted to check on Stefano Luotto with the district attorney in Chicago nor had questioned Hartley about it. Mr. Garey then elicited the fact that Mr. Guest had not questioned Mr. Luotto "because the investigation was not completed yet."

Asked about his investigations at WOV, WBNX and WHOM, Mr. Guest said that they differed because he was interested in WOV only because of the foreign language survey but was investigating the other stations because they were operating under temporary licenses. Asked if he had questioned station employes about their Communistic connections, he said he had not because there were no complaints on that ground.

Wednesday Session Begins on 'Communism'

Wednesday morning saw Mr. Guest on the witness stand and Mr. Garey interrogating him about his views on Communism. Mr. Guest agreed substantially with a statement by Elmer Davis, director of OWI, that the test of a Communist is his behavior between August 1939, when Germany and Russia signed a treaty, and May, 1941, when Germany attacked Russia. Asked if his investigations had gone into the Communist question, Mr. Guest said to some degree, but he was unable to give the name of any person he had questioned about being a Communist.

Mr. Garey asked the witness about Guiseppe Lupis, publisher of an Italian language monthly magazine *Il Mondo*, whom Mr. Guest had engaged to make some translations from Italian papers for the FCC. The fact that Mr. Lupis had published quotations from these papers in his magazine qualified him for this work, Mr. Guest testified, although admitting he had not checked into or even asked Mr. Lupis about his Fascist or Communist affiliations. He denied the allegation that his purpose was to get charges made against persons employed in broadcasting, whether substantiated or not, but admitted that the clips supplied by Mr. Lupis had been put into the FCC files on such individuals without further checking.

FCC Luotto Influence Draws Questions

Mr. Guest also admitted that he had sent copies of his reports to Gaetano Salvemini, professor of Italian history and political science at Harvard, "as a matter of interest," although these were supposedly confidential Government reports. Mr. Garey then went into the relationship of the FCC and Shortwave Research Inc., which Mr. Garey charged with collecting some $600,000 from the Federal government, although incorporated as a non-profit organization. Mr. Guest said he had used Frances Keene of SRI to analyze an Italian language publication and some German language broadcasts in connection with some of his investigations, but denied any knowledge of allegations that she had made complaints about people on the air in order to create vacancies that she could fill with others, chiefly refugees, who would pay fees to SRI for obtaining such employment.

Returning to the subject of the FCC's interest in Stefano Luotto, Mr. Garey questioned the witness about a criminal libel suit which Mr. Luotto had filed against G. Volenti, publisher of *La Parole*, in which the allegedly libelous material had appeared. He elicited from Mr. Guest the information that on his instructions Mr. Fenner had attended the hearing, at which Mr. Volenti was held to the Grand Jury, and that after the hearing Mr. Fenner had talked privately with the judge. Mr. Guest emphatically denied, however, that he had instructed Mr. Fenner to attempt to influence the court or that he or the FCC was trying to assist Mr. Volenti or had any interest in the case beyond securing information.

Tells of Discharge From Station

Asking what possible excuse existed for the FCC spending public funds and the time of public employes to get information on a man who had not been on the air for four or five months, Mr. Garey charged that the Commission was trying to obtain evidence to back up its "shameful and illegal" action in forcing WGES to put Mr. Luotto off the air the previous fall.

Gene T. Dyer, operator of WGES, WSBC and WAIT, Chicago, the former two being foreign language stations, took the stand and testified that Stefano Luotto had been discharged last November after a seven-year association with WGES. Last Oct. 27, Mr. Dyer testified, Arnold B. Hartley, then program director of WGES, went to Washington to attend a meeting of the Foreign Language Radio Wartime Control. The following day he wrote Dr. John A. Dyer, manager of the station, which was then operating under a temporary license, that their license was stuck in a new FCC department (the War Problems Division) headed by Nathan David and Jerome Spingarn, in whose eyes "Luotto is as black as sin."

"If we want to sleep at night," Mr. Hartley wrote, "Luotto and Remo Conti (another Italian announcer) will have to go." He said that he had learned that the Commission probably would not proceed on the Luotto issue, but that A. W. Saylor, an FCC employe, had found two technical irregularities in the station's records on which they would be called to account. Mr. Dyer said that the FCC had

Not Blue Sky---

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COVERAGE
PROGRAMMING
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RESULTS

. . . Keep WHCU the leader in twelve rich central New York counties

870 KC **WHCU** CBS

ITHACA, N. Y.

NEW WEEKLY SHOW on Mutual network, *Army Air Forces*, which had its inception Monday July 19, is written, directed and produced entirely by personnel of the Army Air Forces Training Command. Supervisor of the program is Maj. Francis C. Healy (left), former assistant publicity director for NBC and for RKO films. 1st Lt. Robert G. Jennings (right), former vice-president of WLW, Cincinnati, is director. The broadcasts originate at Majors Field, Greenville, Tex.

never told him what these irregularities might have been and that he knew of none, but he declined to affirm Counsel Garey's claim that they were "trumped up" charges.

The letter continued that George Porter (of Porter & Haley, Washington attorneys acting for WGES) would be of no help, because he was then arguing the Wilkes-Barre case before the Commission, "which is very unpopular with them and which he is going to lose." Mr. Dyer assented to Mr. Garey's statement that in effect Hartley was saying that when the FCC doesn't like a lawyer it will take out its dislike on anybody that lawyer represents.

Claimed Protection Of License Expedient

Mr. Dyer stated that before Mr. Hartley returned to Chicago the two announcers had been discharged and under pressure of questioning admitted that the reason was solely to protect his license, although he knew the FCC had no legal right to order the removal of these men. Subsequently Lucca Alfridi was also taken off the air for the same reason, he said.

An exchange of correspondence between Mr. Dyer and the Office of Censorship, read into the record, revealed that the OC had no objection to the employment of Stefano Luotto on a domestic radio station. He was not reemployed at WGES, however, despite that letter, Mr. Dyer said, "for obvious reasons" although his discharge resulted in the withdrawal of some $18,000 worth of business annually, placed through Commercial Radio Service, owned by Andrea Luotto, his brother.

Asked if he knew Mr. Hartley's real name, Mr. Dyer said it was, "Schlachet," adding that he had known Mr. Hartley for many years. Dr. John A. Dyer, called to the stand next, agreed with his brother's testimony on all points.

Joseph Lang, general manager of WHOM Jersey City, was recalled as the next witness, and testified that the Foreign Language Wartime Control, which succeeded the former NAB Foreign Language Committee, was organized for a voluntary policing of foreign language broadcasting to keep it in the public interest and of aid to the war effort.

Lang Testimony Shows FCC Trying Personnel Control

Mr. Garey, in questioning Mr. Lang, sought to prove that the FCC had attempted to exercise control over the personnel of the foreign language stations through the Foreign Language Control Committee, which was set up by the foreign language stations at the NAB convention in Cleveland in May, 1942. At the request of Mr. Garey, Mr. Lang told of the background of the committee, organized, he said, "as an independent voluntary effort to supervise foreign language programs in the public interest. The committee set up a code by which the foreign language stations were to operate.

"The code," Mr. Lang continued, "empowered the committee to remove from the air persons who were proved to be not in the interest of the war effort. After several meetings, it was decided to eliminate as unworkable that part of the code providing for elimination of personnel." It was felt it would give broadcasters control over the personnel of stations other than their own.

"Didn't you talk to Mr. David," Mr. Garey asked, "about the elimination of the provision in the code providing for control over the personnel and didn't Mr. David say that Mr. Fly would not stand for the elimination of that provision? Is it not true also, that from that point on the FCC and the OWI would have nothing to do with the committee?" "There were no words to that effect," Mr. Lang replied, "but that's the impression we got."

Mr. Garey then asked Mr. Lang what his stand on the personnel problem was, and Mr. Lang replied that he felt each station licensee should be solely responsible for his own personnel. "Didn't the OWI and the FCC want station managers to remove personnel on their say-so?" "That was implied," Mr. Lang answered. "Would you say that the FCC and OWI had no jurisdiction over personnel," the committee counsel queried. "According to the Radio Communications Act of 1934, it is not within their jurisdiction," Mr. Lang replied.

Mr. Lang stated during his testimony that for the record, he wanted it understood that his conversations on foreign language problems took place with the War Problems Division of the FCC and not with an FCC commissioner. Mr. Garey pointed out to the Committee that the voluntary code of radio censorship adopted by the Office of Censorship in February 1942 covered censorship of foreign language broadcasting, and he read into the record a portion of the Code of Wartime Practices.

Mr. Lang resumed the witness stand Thursday morning and, after a query from Counsel Garey, re-

Zone Numbers

LATEST ANGLE on how to publicize the new zone mailing numbers has been devised by WDRC, Hartford. When WDRC gives its call letters at station breaks it now does it this way: "WDRC, Hartford, 4, Connecticut." Listeners say that it catches the ear because it sounds so unusual, says WDRC.

— *EFFECTIVE SEPTEMBER 1st* —

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ELMIRA, N. Y.

- AND THE GREAT INDUSTRIALIZED SOUTHERN TIER OF NEW YORK STATE

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• ONLY PRIMARY DAY AND NIGHT SERVICE IN THE ELMIRA AREA

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. . . AP news for radio is excellent . . . you are giving us thorough coverage together with intelligent and timely news.
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Covering
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NOW MORE THAN EVER 1ST

KGW
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"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

SALESMANSHIP
Every WIBW program and sales message is so planned that each listener feels it is directed to him alone.
WIBW The Voice of Kansas in TOPEKA

ported that at a meeting held last May in his office with Mrs. Shea of the FCC, Alan Cranston, chief of the OWI Foreign Language Division, Arthur Simon, chairman of Foreign Language Radio Wartime Control, and Fred Coll, in charge of the control's public relations, the government representatives had expressed concern over broadcasts made by Polish commentators in Detroit concerning the Polish-Russian boundary dispute and the alleged Russian mass execution of 10,000 Poles.

He said that he and Mr. Simon had called James F. Hopkins, owner of WJBK, Detroit, and persuaded him to adopt the WHOM system of restricting broadcasts of such matters to news service stories, with no comment, and to pass this plan along to other Detroit foreign language stations. Mr. Lang admitted that the government employes were engaged in censorship beyond the authority of their agencies by coming to the control with this request.

Asked about advertising, Mr. Lang said that last fall, following a control meeting, Lee Falk, associate chief of the Foreign Language Division of the OWI Domestic Branch, suggested that WHOM should not do business with three advertising agencies: Commercial Radio Service, Pettinella Advertising Co. and Carlo Vinti. Mr. Lang denied that Mr. Falk had tried to get him to go to the clients of these agencies direct or that the names of any specific accounts had been mentioned. He also denied Mr. Garey's suggestion that Mr. David of the FCC had participated in the conversation.

Mr. Lang then testified that since 1934 he had investigated persons employed on his stations, listing Herbert Oettgen, George Brenner, Dominic Trombetta, Pietro Garofalo, Rino Colla-Negri, Vinzo Comito and Favoino Di Giura among those persons he either discharged or refused to employ because of his personal knowledge as to their views and attitudes. None of these cases, he said, were discussed with the FCC or any other federal agency.

This was not the case with Elsa Marie Troya, Mr. Lang said, testifying that in the spring of 1943 Mr. Falk had suggested that she be discharged and that he had insisted that Mr. Lang let her go, although never giving any facts to back up his request, despite repeated endeavors by Mr. Lang to obtain such information. Mr. Falk merely said, Mr. Lang reported, that Miss Troya was connected with a Nazi organization.

Watching her work, after Mr. Falk had first suggested her discharge, Mr. Lang said that during the War Bond drive in April, 1942, he had found her "very unenthusiastic" in making bond announcements. In June of that year he let her go. Under examination, he admitted that he had looked for a reason to justify his compliance with Mr. Falk's request and that

EMERGING from a General Sherman tank after a tour of its inner works, Allan Curnutt, manager of WCLO, Janesville, Wis., goes on the air with James Robertson, station program director, interviewing him. Broadcast was one of several to build up a visit of the 740th Military Police battalion and a unit of the 20th Armored Division, for a military-civilian parade, and a sham battle.

he had insisted that the OWI write him a letter about it. He was sent, he said, a copy of a letter written to Miss Troya's attorney over Elmer Davis' signature, which said that the OWI had never made a "formal complaint" against Miss Troya, but that complaints about her had reached the OWI, which, at Mr. Lang's request, had given him the "information at our disposal." Mr. Lang admitted under examination that these statements were "misleading," at least. Asked whether he had discussed Miss Troya with the FCC, Mr. Lang said he had talked about her with Mr. Fenner.

No Explanation on Black List Names

Asked about Mr. Falk's "black list" Mr. Lang testified that last year Mr. Falk had shown him a list of people who he said should not be on the air. Of these, he said, two individuals had been refused employment at WHOM because they were on the list, but he added that Gulio Amauli, who was also listed, was then and is now employed at the station because Mr. Lang believes he knows him better than Mr. Falk does. Asked if Mr. Falk gave any explanation for any of the names, Mr. Lang stated that he did not.

Questioned about Mr. Lupis, Mr. Lang said that in 1933 he had put him on the air as a speaker against Fascism and that for about two years he broadcast weekly on WHOM. In 1940 Mr. Lang asked Mr. Lupis to arrange for speakers for a number of broadcasts a week, he said, and about the end of that year he hired him to look after the station's sustaining Italian programs. Asked if Mr. Lupis was hired to take over Mr. Amauli's duties, Mr. Lang replied that this did not occur until Dec. 8, 1941, denying that he had hired Mr. Lupis at the insistence of Mr. Falk.

Mr. Garey queried Mr. Lang about his contacts with Shortwave Research. He replied that a member of the SRI staff had complained about a pro-Nazi bias on a program conducted by a Jewish refugee from Germany who was bitterly anti-Nazi, adding that the SRI investigator was totally wrong in her charges. On one occasion he tried out an announcer sent him by SRI, he said, but he did not work out and was dropped after four broadcasts.

WHOM License Delay Involved in Investigation

After a recess for lunch Mr. Lang resumed the stand and in response to questioning of counsel told the hardship, from an advertising standpoint, of operating under temporary 30-day license. When Mr. Lang inquired of Mr. David as to why the station was on a temporary license, Mr. David, according to Mr. Lang's testimony, expressed great surprise that WHOM had been operating with a temporary license and said that he would look into the matter. Mr. David later informed Mr. Lang that there was a pending routine matter of investigating of foreign language stations. Upon inquiring a second time, Mr. Lang was referred by Mr. David to Mrs. Hilda Shea, who informed him that there were certain matters the Commission would like to know about. Mr. Lang's Washington attorneys, Dow & Lohnes, had also queried the FCC on behalf of their client as to why the station remained on a temporary license. Mr. Garey read into the record the letter written by the law firm to Mr. Lang which stated that the regular license was being held up because of matters the FCC were investigating through the War Problems Division and that two persons, Walter Koehler and Ilsa Intrator, both broadcasting on the station, were involved in the FCC investigation.

Mr. Lang stated that Alan Cranston and Lee Falk of the OWI had recommended Miss Intrator to him, while Mr. Koehler came to the station through the recommendation of a Mrs. Edwin Walter who had been active in Italian anti-Fascist circles. Mr. Garey channelled most of his questioning toward relationship between the OWI and FCC officials and the employees of WHOM. Mr. Lang testified that he had hired two Italian announcers, Vincent Bertolini and Rene Roberti, the latter a former brick-layer, after they had been recommended by Charles Barry of the OWI. The FCC, it was revealed, closely scrutinized the members of the WHOM Polish department, questioning them on international affairs with specific reference to Polish-Russian relations. Mr. Lang stated that engineers, announcers, musicians and actors had been investigated.

Herbert Oettgen had been removed by Mr. Lang earlier in the year when it was discovered that Oettgen was a Nazi sympathizer. Mr. Garey maintained that Elinor Zablotowicz, secretary and Polish announcer, had been inves-

gated by Alan Fenner, who asked her many personal questions concerning her religion, her friends, her view on the Russian-Polish problem, etc. In response to Mr. Garey's question as to whether the Commission had ever inquired as to whether a person was pro-communist or had demonstrated pro-communistic sympathies, Mr. Lang replied in the negative.

Unreasonable Demands of Alan Tenner Are Cited

At various times, Mr. Garey read into the record depositions of Mr. Lang, made orally in Mr. Garey's office on May 21 and July 6. In these statements Mr. Lang cited instances of an over-bearing attitude on the part of the FCC's Alan Fenner. On one occasion Mr. Fenner had requested some foreign language material which Mr. Lang's staff spent four days digging up, but which was never called for by the FCC. Instead, Mr. Fenner told the WHOM general manager that the FCC was preparing its own questionnaire relating to the material requested earlier. Mr. Fenner presented that questionnaire to Mr. Lang on the Saturday noon before Easter and demanded that it be filled out immediately. When Mr. Lang protested that the office staff had gone for the day, Mr. Fenner became indignant and intimated that Mr. Lang refused to fill out the questionnaire. Mr. Lang related that the FCC questionnaire was in three forms—Forms 850, 851, 852 and that it would take about six weeks to fill out the forms and to give complete information. He recited in the written deposition other incidents in which he considered Mr. Fenner had acted in an unreasonable manner.

At one juncture, Counsel Garey asked Mr. Lang whether he had heard from anyone in the Commission since testifying on the previous day, or had been intimidated or warned in any manner that his license would be in jeopardy as the result of his testimoney. To which Mr. Lang replied 'absolutely no.' FCC Counsel Denny at that point wished to make a statement in respect to Mr. Garey's questions but was brusquely refused by Representative Hart.

Lang Re-Questioned On Personnel Issue

Mr. Garey began the Friday morning session by re-questioning Mr. Lang about certain parts of his previous testimony, both on the stand and in Mr. Garey's office earlier in the week. The counsel reviewed the decision of the Foreign Language Control group to drop from its code the section regarding personnel as unenforceable and to leave this up to individual stations and the FCC's displeasure at this action. Mr. Lang expressed the feeling that the station should be given any facts available about its personnel, but that final action should be left to the station, which is responsible to the FCC for operating in the public interest.

Questioned about Ricardo Ascarelli, Mr. Lang said he applied for a position at WHOM early this year and presented highly flattering testimonials as to his ability from officials of the OWI where he had previously worked. Mr. Lang did not hire him, however, at the advice of Mr. Lupis, WHOM's Italian program manager, who showed Mr. Lang an article in *The New Leader* attacking Mr. Ascarelli and other persons. Mr. Lang said he had subsequently discussed the matter with Mr. Fenner who said that a Mr. Barry at OWI might be able to give Mr. Lang the names of employable people. Mr. Lang professed ignorance of statements of counsel that Mr. Barry had been a CIO organizer at WOV which had discharged him for disrupting a program.

Mr. Garey then questioned Mr. Lang about WHOM personnel, eliciting the information that Vincent Bertolini, the former bricklayer, and Guilio Ascarelli, refugee and one-time member of the fascist party in Italy, were employed by WHOM as censors, among other duties. When Mr. Garey declared that these men had the power to refuse to allow American citizens to go on the station if they didn't like the scripts, Mr. Lang objected that a censor at WHOM does not have final powers to keep anyone off the air, but must refer such matters to a higher station executive. Mr. Lang told the Committee the policy of the station in broadcasting international news from authenticated news services. When Mr. Garey asked whether he would allow a broadcast of a talk critical of Russia, Mr. Lang replied that WHOM veered away from controversial international issues such as the Polish-Russian border question, since the station concentrated on the problems of foreign nationalities in America.

Mr. Lang told of a conversation with Lee Falk of the OWI about a news program broadcast in Italian on the Bulova stations WOV New York, WPN Philadelphia, and WCOP Boston. These ten-minute afternoon programs were prepared by the OWI but not distributed, according to Mr. Lang, to other foreign language stations. In a telephone conversation Mr. Falk explained to Mr. Lang that the program was broadcast on those stations because Arnold Hartley, program director of WOV, had asked for it, telling Mr. Lang not to get excited about it or to try to make a story for the *Chicago Tribune*. The material, Mr. Falk was quoted as saying, was available to WHOM and could be picked up at the OWI office in New York. Mr. Lang told the Committee at that time he suspected some connection between Mr. Falk and Mr. Hartley. Mr. Garey added that this was evidence of the fact that "David, Falk and Shea were behind Hartley."

Mr. Lang revealed that one Anania Manfredi, Italian language announcer and writer who had been dismissed in 1939, attempted to get back on the station the earlier part of this year. Manfredi, after writing an article titled: "WHOM is Another Swamp of Fascist Rattle Snakes," for *La Parola*, New York Italian language newspaper, threatened to give more adverse publicity to the station if he were not rehired. He subsequently was employed by WOV and the articles attacking WHOM as well as WBNX and WOV stopped, Mr. Garey said.

Mr. Lang wound up his morning testimony with the statement that, in his opinion, the War Problems Division had assumed broad powers which were arbitrary and not in accordance with what the seven FCC commissioners desired. Mr.

(*Continued on page 56*)

WOR DAILY OPERATION SCHEDULE — **DATE** MONDAY, AUGUST 2, 1943

TIME	PROGRAM & SPONSOR	E T	PRODUCER ANNOUNCER	STUDIO ENG. REMOTE ENG.	WOR	NETWORK FROM	NETWORK TO	WTI	RCD.	REMOTE
5:00-5:04:30	U.P. NEWS		KNIGHT	MILLS	11					
5:00-5:15	SHEELAH CARTER							M/C		WHK
5:04:30-5:05	SPOT ANN (BREYER)		RIPLEY	LEACH	9					
5:05-5:15	RHYMIN' TIME (WONDERBREAD)		POWELL	LEACH	9					
5:15-5:29:30	THE BLACK HOOD		DUNNE	CHAPMAN	3	3	FN	3	FILE	
5:29:30-5:30	SPECIAL ANN		RIPLEY	McCORM	8					
5:30-5:44:30	CHICK CARTER		BLOCKI POWELL	DENNIS	7	7	FN	7		
5:44:30-5:45	SPECIAL ANN		SHEPARD	LEACH	8					
5:45-5:59:30	SUPERMAN - CAST		WILLARD	BENOIT	6	6	FN	6	OFF	
5:45-5:59:30	SUPERMAN - COMM. (KELLOGG)		DUNNE	CLARK	& 4	& 4	FN	& 4	"B"	
5:59:30-6:00	TIME (LONGINES)		KNIGHT	LEACH	8					
6:00-6:01	MINUTE OF PRAYER		KNIGHT SHEPARD	LEACH	8	8	FN	8		

How WOR's New Program Traffic Schedule Works

AFTER a three-week's try-out, master control technicians, engineers, production men and announcers at WOR, New York, have agreed that Arthur Whiteside's new program traffic schedule is a boon to station operations.

Worked out by WOR's production manager, the simplified chart-form gives the local and network operations at a glance, saving time, simplifying operation and reducing the possibility of errors. Station offers to make the chart available to any station.

Explanation of the chart follows: Extreme left-hand column is for broadcast time. Next column covers program and sponsor listings. Third indicates use of transcriptions. Announcers, producers, studio and remote engineers are listed in the center. Traffic on WOR is indicated in the next column, followed by a column denoting programs to and from the network. The last three columns show whether the program is for FM, whether it is to be recorded, and remote points of program origin.

'Town Meeting' Plans

DR. ARTHUR E. BESTOR, president of the Chautauqua Institution, will serve as moderator of *America's Meeting of the Air* on the BLUE, Aug. 19, replacing George V. Denny, who is leaving for England on a special mission for the OWI. Clifton M. Utley, director of the Chicago Counsel of Foreign Relations and radio commentator, will handled the next two programs. Starting Sept. 9, Mr. Leland Rex Robinson, economist, educator, business consultant and president of the Town Hall Club, will moderate subsequent broadcasts until Mr. Denny's return. Lowell Thomas, BLUE commentator, will substitute for Mr. Denny on two of the fall programs, however.

BEST RADIO BUY IN BALTIMORE!

WCBM

AND THE BLUE NETWORK

John Elmer, President — Geo. H. Roeder, Gen. Manager

FREE & PETERS
Exclusive National Rep.

XUM

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown
More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*
* C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.

630 KC.
5000 WATTS FULL TIME
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
BLUE NETWORK

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JULY 31 TO AUGUST 6 INCLUSIVE

Decisions . . .

AUGUST 3

KINY, Juneau, Alaska—Granted mod. CP install new 5 kw composite transmitter, extend commencement and completion dates.

WOI, Ames, Iowa—Granted Special Service authorization to operate from 6 a.m. to sunrise, 1 kw to Feb. 1, 1944.

AUGUST 4

KCMO, Kansas City, Mo.—Granted postponement of hearing to Oct. 4 for mod. license increase power to 5 kw.

Tentative Calendar . . .

WOKO, Albany, N. Y.—License renewal, further hearing (Aug. 10).

Applications . . .

AUG. 3

WCAP, Asbury Park, N. J.—CP to install new transmitter.

WNAC, Boston—CP to move aux. transmitter.

NEW, Partners d.b. as Buckeye Broadcasting Co., Akron, O.—CP for new standard station on 1240 kc, 250 w, unlimited.

NEW, Detroit Broadcasting Co., Detroit—CP for new standard station on 1220 kc, 50 w, unlimited.

AUG. 4

WLBZ, Bangor, Me.—Mod. CP increase power, etc., extend completion date.

NEW, Constitution Publishing Co., Atlanta, Ga.—Request reinstatement CP for new FM station on 45.3 mc, 7,380 sq.m.

AUGUST 5

WRUS, WRUA, Boston—Licenses to cover CP's new international broadcast stations.

(*Continued from page 55*)

Lang criticized the FCC for its arbitrary act in putting WHOM on a temporary license Dec. 1, 1942, and keeping the station on a temporary license basis since that time.

The name of Stefano Luotto bobbed up again in the Friday afternoon testimony of Joseph Lang. He related that after he had been approached in November, 1942 by Andrea Luotto of the Commercial Radio Service to place some business on the air for the Balbo Oil Co. and to use Stefano Duotto as the announcer, he wrote for clearance on Stefano Luotto to Robert K. Richards, chief, Foreign Language Division of Office of Censorship.

Mr. Lang received a reply from J. Harold Ryan, Assistant Director of Censorship for radio, stating that from all the sources of information available the Office of Censorship found no objection to Mr. Luotto's appearance on the air. The Italian announcer started on May 16 and the following Monday, Mr. Lang testified, Mr. Fenner visited him in regard to the FCC questionnaires. On examining the program logs, Mr. Fenner came upon the name of Stefano Luotto and interrogated Mr. Lang as to why he had been allowed in the air. Mr. Lang produced the letter from the Office of Censorship stating that Mr. Luotto was not objectionable. Mr. Fenner then informed Mr. Lang that Luotto was a vice-president of the Dante Alighieri Society, a Fascist organization.

Mr. Garey interposed that the society was entirely different in various parts of the country and that Mr. Luotto was a member of the Chicago society, which has no connection with the New York branch. Mr. Lang said that shortly thereafter he had a meeting with Mrs. Shea and Rosel Hyde, assistant general counsel of the FCC in Washington, at which time Mrs. Shea indicated that Duotto should be removed from the air. After Mr. Lang returned from Washington he discharged Mr. Luotto.

At the conclusion of the Friday afternoon hearing the FCC released a statement on Luotto charging him with pro-Fascist sympathies as a result of his affiliation with the Dante Alighieri Society.

Mr. Lang was followed on the stand by Charles Baltin, WHOM program director, who described the questionnaires used by the FCC in investigating foreign language stations. Mr. Baltin also related that FCC's Mr. Fenner had interviewed various members of the WHOM staff including himself and had investigated various aspects of the station operation.

WLB Hearing

(*Continued from page 12*)

ings have been concluded and findings and recommendations made by the panel members to the Board, the panel may, if it chooses, recommend at any time that the musicians return to work, pending further hearings.

It is probable that the hearings will last a week and that two months may elapse before final decision is taken by the Board, in view of the mass of material which will have to be studied.

Members of the panel chosen by the Board have all had experience in mediation. Mr. Meyer is chairman of the New York State Mediation Board and vice-chairman of the Regional War Labor Board in New York. He is a retired New York real estate operator. He succeeded William H. Davis, chairman of WLB, on the New York Board. He is in his late 50's.

Mr. Zaritsky is the president of the United Hatter, Cap and Millinery Workers, AFL. He has served as labor representative on many labor board panels.

Mr. Woodbridge is assistant to the president of the American Optical Co. He was former assistant publisher of the *Boston Transcript* and general manager of the Raymond-Whitcomb Travel Agency. He is a graduate of Harvard, class of 1927, and lives in Pomfret, Conn. He has had extensive experience as industry representative at WLB.

In announcing its new regulations regarding public hearings, the Board issued amendments requiring that "the hearing before the panel, as required by the War Labor Disputes Act, will be a public hearing on the merits of the dispute, of full which both parties shall be given full notice and an opportunity to be heard, but the failure of either party to appear shall not deprive the Board of jurisdiction to proceed to a hearing and order.

"Save in exceptional case and upon the instructions of the Regional War Labor Board, no stenographic record of the hearing will be required, but any party may, at his own expense, provide for the making of a stenographic record, in which case a copy shall be made available to the Regional War Labor Board without cost, and to each of the other parties to the proceeding at the regular rates for copies. . . ."

WFBG
ALTOONA, PA.
Complete Coverage
NBC affiliate and BLUE Network
19 years in the public service
HEADLEY-REED CO.
National Representatives

"Like an ad on WFDF Flint Michigan—she gets results from the right appeal and the right coverage."

WATL
COVERS ATLANTA
AT LOWEST COST
1400 KC
Represented by SPOT SALES

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Wanted—Announcer. Experience not essential. Advise personal details Box 145 BROADCASTING.

Announcer—Permanent position with 5 kw. regional network station for draft deferred, experienced man. Box 150, BROADCASTING.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 151, BROADCASTING.

Announcer-Salesman—Salary and Commission. Permanent job. Progressive local network station. Box 153, BROADCASTING.

Diamond Organist - Announcer — Good Newscaster-announcer; assistant program director; engineer. Men or women, progressive network station, non-defense area. Box 154, BROADCASTING.

ANNOUNCER — With some experience. Must have at least third class license. Give complete details first letter, including minimum salary. Radio Station WMOG, Brunswick, Georgia.

Wanted—First, Second, or Third Class Operator. Experience not essential. Apply Box 144, BROADCASTING.

Engineer—First or second class license for midwestern station. Studio and transmitter work. Permanent position. Please state draft status, experience and salary requirement in first letter. Box 143, BROADCASTING.

Sales Manager—Excellent opportunity aggressive 250 watt network station good market for man who can produce. Please furnish complete information regarding self, experience, income required. Box 141, BROADCASTING.

WANTED—Announcer with some previous radio experience for live-wire Blue Network station in New York State. Good pay. Talent opportunities. Box 138, BROADCASTING.

Wanted at Once—First class engineer. Draft exempt. Tell all first communication, including minimum salary. WMSL, Decatur, Alabama.

5 kw. Basic Network Station—In metropolitan midwest market wants experienced announcers immediately. Working conditions ideal. Good salary. Send full details. Box 133, BROADCASTING.

RETAIL SALESMAN—Steady year-round position for clean operator with midwest regional in good market. Salary and commission. WOC, Davenport, Iowa.

Announcer $35 for 52 hours. Send audition disc to J. Lindsey Alley, Mgr. WHIS, Bluefield, W. Va.

Situations Wanted

Producer-Writer — Some announcing, 2½ years small station experience. Also rich retail advertising, merchandising background. Will combine talents to produce business. Married, 4-F, College, 28. Box 132, BROADCASTING.

Chief Engineer—Small network station desires change. Excellent references. Draft exempt. Fair voice. Box 134 BROADCASTING.

Program Director-Vocalist-Choral Conductor—University Post Grad. training. Eleven years experience producing variety shows, operettas, vocal ensembles large high schools. Seek permanent radio staff position. Personality excellent for showmanship and promotion. Several months announcing-newscasting local station. Married, 33, 3A. Transcription on request. Box 156, BROADCASTING.

Situations Wanted (Cont'd)

TWO WOMEN—Both thoroughly experienced . . . one continuity—music department head other newscaster—feature writer—editor. College graduates; presently employed basic network station. East Coast; $35 minimum. Box 135, BROADCASTING.

Production Man—Four years diversified experience including announcing. Young. Draft exempt. Willing to travel. Write G. Ganek, 1386 Park Place, Brooklyn, New York.

Radio Engineer — Desire connection as Chief Engineer with broadcast station preferably in midwest. Electrical engineering degree and thirteen years experience covering engineering, construction and maintenance. Draft status 3A. Box 136, BROADCASTING.

PROGRAM DIRECTOR — Thirteen years experience. Broad knowledge of all departments. Knows merchandising, sales experience, production and music. Permanent position desired, salary open. Age 38, married and have one child. Can offer best of references. Box 137, BROADCASTING.

Two Men—One 13 Yrs. Experience, All Phases. Selling, Writing, Announcing, News, Sports, Ad Lib, Special Events. Equipped to Manager, Can Handle Staff. Now Employed, Pre-Pearl Harbor Father, 3rd Class Ticket. Other Man 4-F, Good Background, Excellent News, Commercials, Good Personality. Not Immediately Available, But Present Conditions Indicate Change. Not F'oaters, Not Interested in South. Insure Permanency. Box 146, BROADCASTING.

Experienced Engineer—Technician with 1st Radio telephone ticket available for situation. Married, 47, unclassified. Write, W. S. Crooks, Box 94, Kent, Ohio.

ANNOUNCER - PROGRAM DIRECTOR. Seven years' experience news and commercial announcing. Army honorable discharge. Wire reasonable offers to Box 147, BROADCASTING.

WRITER—Experienced in network local dramatic and commercial copy. Production experience. Fund of new ideas. Ideal to take over radio department or as staff writer. Prefer Chicago but will travel. Box 148, BROADCASTING.

EXPERIENCED RADIO ACTOR. Outstanding theatrical background. Desires position as announcer with small radio station in Illinois, Indiana, Iowa, or Wisconsin. Age 50, Married. Reply Box 149, BROADCASTING.

Chief Engineer—Experienced in installation and maintenance quarter to 50 KW. Desires locate South or Southwest. Deferred. Minimum salary $65 week. Box 152, BROADCASTING.

Experienced Announcer—Now employed available Sept. 15 for general announcing, sports, good news. Draft Free. Box 155, BROADCASTING.

Do You Need An Announcer? Young lady with experience and ideas. Can take regular announcing trick or spot-women's programs. Practical. Knows merchandising slants. Attractive. Box 139, BROADCASTING.

Commercial Manager—Salesman Age 38, married, university graduate, 13 years top salesman same midwest newspaper-radio combination. Executive ability, pleasing personality, top references. Go anywhere. Box 140, BROADCASTING.

Accounting or Traffic Young woman nine years experience with Chain affiliated station. Box 142, BROADCASTING.

Young Woman Excellent voice, agreeable personality desires better position. At present handling woman's program (sponsored). Also experienced receptionist and secretary. Box 316 Aptos, California.

CARLSON AWARDED PROFITS IN SERIAL

INVOLVING a sum of over $500,000, a master's finding of the facts last week decided that Emmons C. Carlson, advertising and sales promotion manager of the NBC Central Division, plaintiff, "is entitled to an accounting from the defendant for said net profits," as a partner in ownership of *The Guiding Light*, a daytime dramatic serial. The defendant is Irna Phillips, supervisory writer of *The Guiding Light*, *Lonely Women* and *Road of Life*, dramatic serials.

John Mulder, matter in chancery of the Circuit Court of Cook County, found the plaintiff to be a partner in *The Guiding Light* property by an unterminated oral contract made sometime before December, 1936 between Miss Phillips and Mr. Carlson. Mr. Carlson filed suit in August 1941, claiming the radio serial resulted from ideas contributed jointly by Miss Phillips and himself.

Situations Wanted (Cont'd)

Staff Artists—Man, draft 4H, wife, playing violin, piano, organ, cello, sax, vibraharp. Have solovox. Union. Radio experience. Address Keshner, Spring Mill Inn, Mitchell, Indiana.

PROGRAM DIRECTOR, PRODUCER, MUSICIAN-ARRANGER, SPORTS ANNOUNCER—All one man. Ten years network experience. Box 158, BROADCASTING.

For Sale

Largest Block of Stock—In successful midwest 250 watt station. Box 157, BROADCASTING.

IN THE Atlantic

the more war bonds you buy... the safer will be our supply lines to fighting fronts ...so buy more!

IN St. Louis

the better you rest at night... the more efficient you'll be next day... so stop at

HOTEL Lennox

EVERY ROOM AIR CONDITIONED... NOISE-PROOFED... FROM $3.00

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An Organization of
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Dedicated to the
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EXACT MEASUREMENTS
ANY HOUR—ANY DAY
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WASHINGTON, D. C.
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N. Y. Stations Carry LaGuardia Riot Plea on 3-Minute Notice

Emergency Hook-ups Handled Messages During 24 Hours of Terror in Harlem Looting

WITH ONLY three minutes warning, New York City stations were mobilized early last Monday morning, Aug. 2, to carry an emergency message to the colored people of Harlem, where looting and rioting was assuming violent proportions, stemming from an incident involving the shooting of a Negro M. P. by a policeman.

During the nearly 24 hours of horror which ensued, resulting in a toll by the middle of last week of 5 dead, 201 hurt and 504 arrested, station hook-ups of from two to as many as seven outlets broadcast appeals for order from Mayor F. H. LaGuardia, and from representative citizens of Harlem.

'Stay Off Streets'

The messages themselves bespeak the urgency of their nature. Radio was used to ask the people to stay off the streets, and to point out repeatedly that this was not a race riot, but a matter of brazen looting and hoodlumism—an effort to prevent the outbreak from developing into something which most officials agreed it was not. As the possibility of food and milk shortages menaced the district—the result of the destruction and looting of food stores—the Mayor broadcast assurances that every effort would be made to get food supplies back to normal. The news that the injured soldier was recovering rapidly was given out on the air towards the close of the day, as the situation came under control, and as the 10:30 p.m. curfew went into effect a final special broadcast was made to this effect.

First of the emergency broadcasts went on the air at 1:05 a.m. Monday morning, three minutes after WOR, had learned that the Mayor was on his way over to broadcast a special message. Station had time to notify two other stations—WJZ and WABC to prepare to take the broadcast, before going on the air.

The 28th Police Precinct in Harlem was the point of origin for the next talk at 8:03½ a.m. Broadcast was delayed as telephone lines to a WNYC microphone were cut, but finally went on WNYC, and was fed to WOR WEAF WABC WJZ WMCA WNEW. Walter White, secretary of the National Assn. for the Advancement of Colored People, and a negro police chaplain participated, backing up the Mayor in his appeals for order and quiet. Shuttling back to his desk at City Hall the Mayor broadcast a third appeal at 9:50 a.m. fed from WNYC to WEAF WABC WHN WNEW WMCA WOR, the latter station recording it for rebroadcast at 10:15 a.m.

A description of the looters brought into the precinct station, was aired at 12:45 p.m. with John Whitmore, of the war services and news division of WOR at the microphone. Broadcast was fed to WOR, and to Mutual by WNYC. At 6:15 p.m., on WNYC only, Judge Hubert T. Delaney, of the Domestic Relations Court, and chairman of the Speakers Group, introduced a member of the Sleeping Car Porters Union and a member of the NYC Housing Authority. The Mayor spoke at 9:45 p.m. on WNYC WABC WMCA WNEW WBNX (rebroadcast on WOR WJZ) to announce that the situation was under control, and finally at 10:25 p.m., the last of a total of seven broadcasts during the day. Situation was sufficiently in hand by that time to warrant bringing an end to these emergency radio talks.

Stations cooperated closely throughout the crisis, relating the news factually, with commentators and newscasters stressing throughout that it was not a race riot. All stations were notified of broadcast times and cues for each emergency program throughout the day, with the exception of the initial talk. Mr. Whitmore, and his engineer, Mr. LaRoche, were among those who lent their services to Morris Novik, WNYC director, in setting up equipment and programming for broadcasts.

New York's experience last week, in the opinion of Mr. Whitmore, who was an almost constant observer of radio operations during the crisis, can serve as a lesson to radio people in other large cities.

Losing Listeners

WFTC, Kinston, N. C. knew it was losing some of its listeners, but the station had no idea of the number until facts were presented recently by Rev. Clifton Rice, who has conducted a religious program continuously for seven years, making a small charge for death announcements. Rev. Rice reported he had announced the deaths of approximately 4,200 listeners in the past seven years. WFTC says it would appreciate suggestions for keeping its audience intact.

NEW GROUP SEEKING FACILITIES OF WJW

SEEKING the facilities of WJW, now being removed to Cleveland for regional operation, Buckeye Broadcasting Co., a new partnership, last Tuesday filed with the FCC an application for a construction permit to operate in Akron on 1240 kc with 250 watts unlimited time. the facility which would be vacated by WJW.

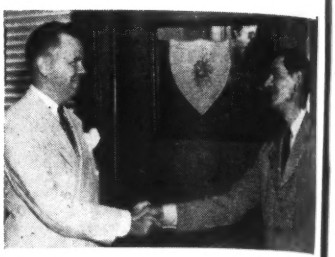
The principals in Buckeye Broadcasting Co., constituting a partnership rather than a corporation, are the operators of WSTV, Steubenville, O. It was reported that negotiations had been entered with Bill O'Neil, owner of the present WJW in Akron and licensee of the new station in Cleveland, which will be known as WJW, for purchase of the Akron facilities. The negotiations, however, were not completed because of uncertainty of the status of the Akron outlet after the new WJW begins operating in Cleveland.

The Cleveland outlet is expected to begin operation Aug. 29 on 850 kc with 5,000 watts [BROADCASTING, July 26].

Partners in the new Buckeye Co. are Charles Swaringen, Alex Teitlebaum, Myer Wiesenthal, Jack N. Berkman, Richard Teitlebaum, John J. Laux, Louis Berkman, Joseph M. Troesch, John L. Merdian.

Drawn for BROADCASTING by Sid Hix

"Do You Really Think, Sergeant Mulligan, That the Wacs Can Take the Place of Men?"



CONGRATULATIONS are extended by Harry Stone (r), general manager of WSM Nashville, to Edwin W. Craig upon his advancement to the presidency of National Life and Accident Insurance Co. which owns and operates the 50,000 w. station.

Edwin Craig Now Heads Nat'l. Life

President of Insurance Co. Sponsored Interest in WSM

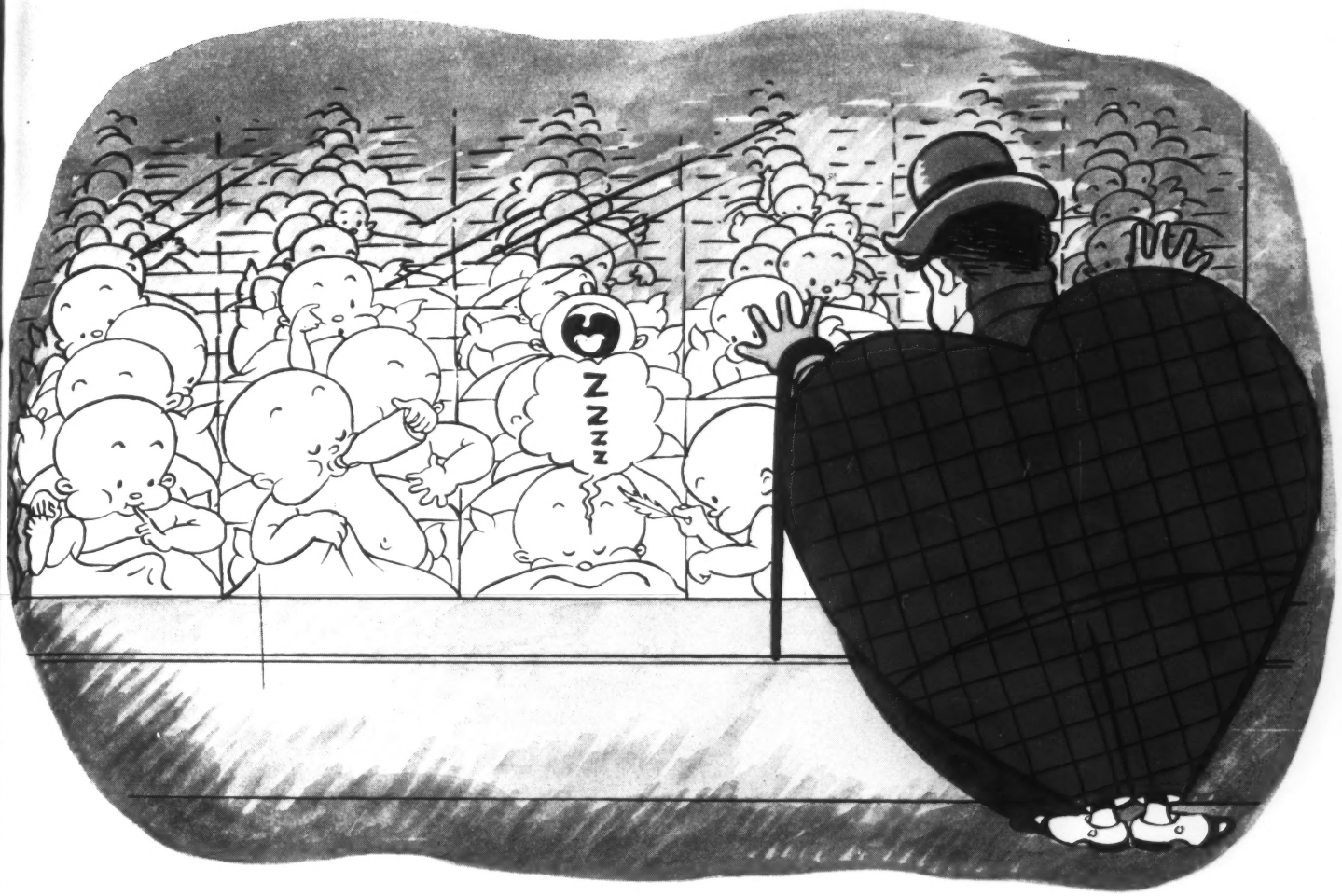
EDWIN W. CRAIG, since 1938 executive vice-president of the National Life and Accident Insurance Company of Nashville, owner of WSM, and long prominent in broadcasting, last week was elected president of his company. At the same time, C. R. Clements, president, was named board chairman.

The changes were made at the request of Cornelius A. Craig, Edwin Craig's father, who has served continuously as the company's chief executive since its beginning in 1902, and who, although not retiring, expressed a desire to be relieved of some of the responsibilities attached to the position.

Edwin Craig started his business career as an agent for the National Life in Dallas immediately upon leaving Vanderbilt University in 1913. He acquired an early interest in radio, and it was through his efforts that the National Life became interested in radio and acquired a broadcasting station, WSM in Nashville, first as a 1,000-watt station, later being increased to 5,000 watts and finally to the power of 50,000 watts. The station has been honored on numerous occasions for its public service accomplishments, probably the most notable being on the occasion of the Louisville flood in 1937.

Long a member of the board of directors of the National Association of Broadcasters, Mr. Craig has made a definite contribution to American radio. When the NAB was beset with growing pains that threatened to disrupt the industry, he led a movement for the reorganization of that body and was designated by the industry as a one-man committee to select his own assistants and work out the reorganization plans. The present permanent NAB organization resulted. Pressure of other work forced Mr. Craig to resign from the NAB board in 1942.

President Craig will share the executive duties with the new chairman of the board, C. R. Clements, who has served the company since its beginning in 1902.



It Is A Wise Father That Knows His Own Child

It is a wise station, too, that knows its own market. In the "Heart of America" 51% of the population is urban—49% rural. There's no *half-hearted* selling on KMBC, for this is the one station that takes both sides of the story into consideration. This plus long established *personalities* reap rich dividends for KMBC with increased listening tune-in—thereby, with greater returns for KMBC advertisers.

KMBC

of

KANSAS CITY

FREE & PETERS, INC.

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS